

BUSINESS RELATIONSHIP ANALYSIS

Connections to the Nations Llc !” Organize Des

2 Relationships Identified

BUSINESS PROFILES

Connections to the Nations Llc

Contact: Arlene Ortiz

Industry: Professional Services

Community Fair and Culture

Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

COLLABORATION 1/2

85% conf

Organize Design Create !’ Connections to the Nations Llc

Reasoning:

Organize Design Create can help Connections to the Nations enhance their marketing efforts for their community fairs, while Connections can provide a platform for Organize Design Create to showcase their services directly to local businesses and nonprofits.

Value Proposition:

By collaborating, Organize Design Create can increase their client base by accessing Connections' network, potentially leading to an additional \$10,000 in revenue from new clients. Connections benefits from improved marketing materials, leading to higher event attendance and sponsorship income.

Collaboration Example:

Organize Design Create designs a series of promotional materials for Connections' upcoming community fair, including flyers, social media posts, and a video advertisement. In return, Connections features Organize Design Create prominently at the fair, allowing them to set up a booth and network with 50+ local businesses and nonprofits, generating immediate leads and interest.

Synergy Potential:

This partnership uniquely combines marketing expertise with community engagement, allowing for targeted outreach that neither could achieve alone. The local focus of both businesses enhances their credibility and appeal within the Jacksonville area.

Action Items:

1. Schedule a meeting to discuss the specific marketing materials needed for the next community fair.
2. Organize a timeline for deliverables, ensuring all materials are ready at least three weeks before the event.
3. Create a joint promotional plan to highlight both businesses during the event, maximizing exposure.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Connections to the Nations Llc! Organize Design Create

Reasoning:

Connections to the Nations serves businesses that may need marketing assistance, allowing them to refer clients to Organize Design Create for tailored marketing services.

Value Proposition:

Connections can earn referral fees or commissions for each client they send to Organize Design Create, potentially generating \$2,000 annually from a few referrals. Organize Design Create gains access to new clients who fit their target market.

Collaboration Example:

During a community fair, Connections identifies several local startups needing marketing support. They introduce these startups to Victoria at Organize Design Create, who then offers personalized marketing plans. For every client that signs up, Connections receives a \$200 referral fee, leading to a win-win for both businesses.

Synergy Potential:

The unique aspect of this relationship is the seamless integration of community engagement and marketing, where Connections can identify needs in real-time and direct potential clients to Organize Design Create, creating a flow of business that benefits both parties.

Action Items:

1. Draft a referral agreement outlining the terms and commissions for clients referred from Connections to Organize Design Create.
2. Develop a list of potential leads that Connections can introduce to Organize Design Create at the next event.
3. Create a feedback loop where Organize Design Create shares success stories with Connections, highlighting the impact of referrals.

Value: MEDIUM

MUTUAL BENEFIT