

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !” Jamz Trainings

2 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

REFERRAL 1/2

80% conf

Communicate Design & Marketing !” Jamz Trainings

Reasoning:

Communicate Design & Marketing targets founders and service businesses, which includes fitness professionals like personal trainers. Jamz Trainings can refer clients looking for branding and marketing support, while Communicate can refer clients in need of personal training.

Value Proposition:

Both businesses can tap into each other's client base, potentially increasing their customer acquisition by 20-30%. This can lead to significant revenue growth, especially in the health and wellness sector.

Collaboration Example:

Communicate Design creates a promotional marketing package for Jamz Trainings, including social media content and a website update. In return, Jamz Trainings features Communicate's services in their client newsletters and social media posts, generating new leads for both businesses. They agree to track referrals and each earn a commission of 10% on any new clients brought in through this partnership.

Synergy Potential:

This pairing stands out because it combines the creative marketing expertise of Communicate with the specialized health and wellness focus of Jamz Trainings, appealing to clients who are looking for a holistic approach to their personal branding and fitness.

Action Items:

1. Set up an introductory meeting between Kate and James to discuss mutual referral strategies.
2. Develop a joint marketing package that outlines benefits for clients of both businesses.
3. Create a tracking system for referrals and commissions to ensure accountability and transparency.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Jamz Trainings !' Communicate Design & Marketing

Reasoning:

Jamz Trainings serves a target market that includes middle-age recreational athletes, many of whom may be entrepreneurs or involved in service industries. They can refer clients who need marketing and branding services to Communicate Design.

Value Proposition:

Jamz Trainings can enhance its service offering by providing clients with access to marketing expertise, while Communicate can gain new clients from a demographic that values health and wellness.

Collaboration Example:

Jamz Trainings hosts a workshop on wellness for local entrepreneurs, during which they introduce Communicate Design as a resource for marketing and branding services. This workshop attracts 30 local business owners, and as a result, Communicate gains at least 5 new clients who are interested in improving their marketing strategies.

Synergy Potential:

The unique synergy comes from the shared focus on supporting local businesses and entrepreneurs, allowing both companies to enhance their community presence while increasing client retention through added value.

Action Items:

1. Plan a wellness workshop that features Communicate Design as a guest speaker.
2. Create promotional materials that highlight the referral relationship and share them with both client bases.
3. Follow up with attendees of the workshop to gauge interest in Communicate's services.

Value: MEDIUM

MUTUAL BENEFIT