

# BUSINESS RELATIONSHIP ANALYSIS

## Celebrate & Smile International Steppers !" IV

2 Relationships Identified

### BUSINESS PROFILES

#### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

#### IV Creative

Contact: Iliana

Industry: Marketing & Design

We support local businesses who are in need of content creation services.

### COLLABORATION 1/2

85% conf

#### IV Creative !' Celebrate & Smile International Steppers

##### Reasoning:

IV Creative can create promotional content and marketing materials for Celebrate & Smile's dance programs, enhancing visibility and engagement. In return, Celebrate & Smile can offer dance workshops as events for IV Creative's clients, promoting community engagement and enhancing brand presence.

##### Value Proposition:

By collaborating, IV Creative can increase its client base by 20% through enhanced visibility in the community, while Celebrate & Smile can increase workshop attendance by 30%, boosting revenue from classes and events.

##### Collaboration Example:

IV Creative could design a promotional video showcasing Celebrate & Smile's dance classes, highlighting client testimonials and class benefits. During the launch, they could host a community event where attendees receive a free trial class, generating immediate interest and enrollments. Both businesses promote the event via their channels, resulting in increased visibility and potential new clients.

##### Synergy Potential:

The unique synergy lies in the blend of creative marketing with the arts, targeting local businesses and community members in Jacksonville who are keen on enhancing their engagement through both visual and physical activities.

### Action Items:

1. Schedule a meeting between Iliana and Tiffany to discuss potential workshop themes and promotional strategies.
2. Develop a joint marketing plan for the planned community event, including video content and social media campaigns.
3. Create a timeline for the promotional video production and set a date for the community launch event.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

75% conf

### Celebrate & Smile International Steppers !' IV Creative

#### Reasoning:

Celebrate & Smile's target market includes local businesses looking to enhance employee relations, which aligns well with IV Creative's service offerings. They can refer clients who need content creation for their own events or marketing needs.

#### Value Proposition:

Celebrate & Smile can enhance their service offering by referring clients to IV Creative, which could lead to an additional 15% revenue increase for IV Creative by tapping into new local business accounts.

#### Collaboration Example:

When a local business hires Celebrate & Smile for a dance workshop, Tiffany could recommend IV Creative to develop a branded video highlighting the workshop, showcasing the company's culture and employee engagement. This could lead to IV Creative securing contracts with local businesses for content creation.

#### Synergy Potential:

Both businesses thrive on community engagement and enhancement, and by cross-referring, they can amplify their impact, making them a go-to partnership for local business enrichment.

### Action Items:

1. Create a referral program that rewards Celebrate & Smile for each client they send to IV Creative.
2. Develop a shared flyer detailing both services to distribute at events.
3. Host a joint networking session to introduce clients of both businesses to each other.

Value: MEDIUM

MUTUAL BENEFIT