

# BUSINESS RELATIONSHIP ANALYSIS

## Be Present Detalles !” IV Creative

2 Relationships Identified

### BUSINESS PROFILES

#### Be Present Detalles

Contact: De'Ana Aguas

Industry: Professional Services

Events and Experiences

#### IV Creative

Contact: Iliana

Industry: Marketing & Design

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

### VENDOR 1/2

80% conf

#### IV Creative !” Be Present Detalles

##### Reasoning:

IV Creative specializes in content creation which is a vital component for marketing events and experiences curated by Be Present Detalles. By providing tailored marketing materials, IV Creative can enhance Be Present's brand visibility.

##### Value Proposition:

IV Creative could generate an estimated \$2,000 in revenue by providing marketing materials such as social media graphics, event promotional videos, and brochures for three upcoming events organized by Be Present.

##### Collaboration Example:

For an upcoming romantic dinner event, Be Present Detalles can commission IV Creative to design a series of social media posts and a video highlighting the event's unique features. This can lead to increased attendance and engagement, creating a buzz that generates an additional \$1,500 in ticket sales.

##### Synergy Potential:

The unique aspect of this partnership lies in the ability of IV Creative to craft compelling narratives that can elevate Be Present's events, transforming them from mere gatherings into memorable experiences that resonate with their audience.

**Action Items:**

1. Schedule a meeting between Iliana and De'Ana to discuss upcoming events and marketing needs.
2. Create a sample portfolio of previous marketing materials IV Creative has produced for similar events.
3. Develop a pricing structure for bundled marketing services specifically tailored for Be Present's event offerings.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

**Be Present Details | IV Creative****Reasoning:**

Be Present Details serves a clientele of busy professionals and couples, which overlaps with local businesses needing marketing services. They can refer these clients to IV Creative to enhance their branding and marketing.

**Value Proposition:**

Each referral from Be Present could lead to an average of \$1,000 in revenue for IV Creative, enhancing their client base and market reach.

**Collaboration Example:**

During an event aimed at busy professionals, Be Present can introduce IV Creative's services by showcasing their marketing success stories. If a small boutique owner expresses a need for better online presence, Be Present can refer them directly to IV Creative, resulting in a potential project that increases IV Creative's revenue.

**Synergy Potential:**

This partnership is unique because Be Present's clientele actively seeks personalized services, allowing IV Creative to tap into a niche market with significant growth potential through tailored marketing solutions.

**Action Items:**

1. Establish a referral agreement outlining the benefits for both parties.
2. Create a brochure detailing IV Creative's services that Be Present can distribute to their clients.
3. Host a joint networking event to introduce both businesses to potential clients.

Value: MEDIUM

MUTUAL BENEFIT