

BUSINESS RELATIONSHIP ANALYSIS

Organize Design Create!" Soulfitness Studio Health

2 Relationships Identified

BUSINESS PROFILES

Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

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

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

VENDOR 1/2

80% conf

Organize Design Create!" Soulfitness Studio Health and wellness center

Reasoning:

Organize Design Create can provide marketing services to Soulfitness Studio, helping them attract more clients and enhance their brand presence. Given that Soulfitness needs marketing assistance, this relationship is highly applicable.

Value Proposition:

By engaging Organize Design Create, Soulfitness can expect a 20% increase in client inquiries, potentially translating into an additional \$10,000 in monthly revenue.

Collaboration Example:

Organize Design Create develops a targeted social media campaign for Soulfitness Studio, showcasing their unique health programs. They create a series of engaging posts and ads that highlight client success stories, driving traffic to Soulfitness's website. This campaign is estimated to bring in 50 new clients over three months, generating an additional \$15,000 in revenue.

Synergy Potential:

This pairing is unique because Organize Design Create specializes in marketing for small businesses, which aligns perfectly with Soulfitness's entrepreneurial spirit and their need for targeted outreach.

Action Items:

1. Set up an initial meeting to discuss specific marketing needs and goals.
2. Create a draft proposal for a 3-month marketing campaign targeting local residents interested in health and wellness.
3. Outline a pricing structure and expected ROI based on previous successful campaigns.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Soulfitness Studio Health and wellness center !' Organize Design Create

Reasoning:

Soulfitness Studio targets health-conscious individuals, many of whom are entrepreneurs or involved with small businesses. They can refer their clients to Organize Design Create for marketing assistance, which aligns with both businesses' target markets.

Value Proposition:

Soulfitness could generate referral fees, potentially earning \$1,000 for every 10 clients they refer to Organize Design Create who subsequently sign up for services.

Collaboration Example:

During a wellness workshop, Soulfitness introduces Organize Design Create as their marketing partner, providing attendees with a special promo code for a discounted marketing consultation. This leads to at least 10 sign-ups, generating an extra \$1,000 for Soulfitness from referral fees.

Synergy Potential:

The unique synergy lies in the shared target market; both businesses can leverage their client bases to cross-promote services effectively, enhancing their market reach.

Action Items:

1. Develop a referral program where Soulfitness can track and earn commissions for each client they refer.
2. Create co-branded marketing materials that Soulfitness can distribute to clients during fitness classes.
3. Schedule a monthly check-in to discuss referral progress and adjust strategies as necessary.

Value: MEDIUM

MUTUAL BENEFIT