

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !” MyahnArt

3 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

Creative Services and Products: Murals, Live Painting, Custom Portraits and More

VENDOR 1/3

75% conf

Communicate Design & Marketing !” MyahnArt LLC

Reasoning:

Communicate Design & Marketing can provide marketing services to MyahnArt LLC, helping them to enhance their brand presence and reach a wider audience. MyahnArt, having a unique artistic offering, could benefit from strategic marketing campaigns that Communicate specializes in.

Value Proposition:

By utilizing Communicate's marketing strategies, MyahnArt could potentially increase its client base by 20%, directly impacting revenue through enhanced visibility.

Collaboration Example:

Communicate could develop a targeted digital marketing campaign for MyahnArt, including social media ads showcasing their live painting events. For example, they could run a campaign for an upcoming local event where MyahnArt will be painting live, attracting more attendees and driving sales through pre-bookings of services.

Synergy Potential:

This pairing is unique because Communicate can effectively communicate the artistic value of MyahnArt's services while MyahnArt offers compelling visual content that can enhance Communicate's portfolio, showcasing both businesses' strengths in creativity and marketing.

Action Items:

1. Schedule a meeting to discuss MyahnArt's current marketing challenges and goals.
2. Develop a proposal for a targeted marketing campaign for MyahnArt's upcoming events.
3. Implement the campaign and track the performance metrics to evaluate success.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/3

70% conf

MyahnArt LLC !' Communicate Design & Marketing

Reasoning:

MyahnArt can provide artistic services to Communicate Design & Marketing, enhancing their branding projects with unique visual elements. This collaboration can help Communicate's clients stand out through custom artwork.

Value Proposition:

Integrating MyahnArt's custom murals or portraits into Communicate's branding projects could increase the value of their offerings, potentially raising project fees by 15% due to the enhanced aesthetic appeal.

Collaboration Example:

For a local coffee shop client, Communicate could incorporate a custom mural by MyahnArt that reflects the shop's theme. This would not only beautify the space but also serve as a marketing tool, as customers share their experiences on social media, driving foot traffic and sales.

Synergy Potential:

The combination of Communicate's marketing expertise and MyahnArt's artistic talents creates a compelling offering that goes beyond standard branding, allowing both businesses to access new markets through enriched visual storytelling.

Action Items:

1. Identify key clients of Communicate that would benefit from custom artwork.
2. Create a portfolio of MyahnArt's previous work to present to Communicate's clients.
3. Collaborate on a pilot project to showcase the combined services to potential clients.

Value: HIGH

MUTUAL BENEFIT

Communicate Design & Marketing | MyahnArt LLC

Reasoning:

Both businesses target different aspects of the creative market but serve similar clients, allowing for effective referrals. Communicate can refer clients needing beautification to MyahnArt while MyahnArt can send clients looking for branding services to Communicate.

Value Proposition:

Establishing a referral system could lead to a 10% increase in client acquisition for both businesses, expanding their reach without significant marketing costs.

Collaboration Example:

When a client approaches Communicate for a branding project but mentions needing mural work for their office, Communicate can confidently refer them to MyahnArt. Conversely, if MyahnArt's client expresses interest in improving their marketing strategy, MyahnArt can send them directly to Communicate.

Synergy Potential:

The unique synergy lies in their complementary services; Communicate's marketing expertise paired with MyahnArt's creative artistry provides a full-service experience for clients looking to enhance their brand identity.

Action Items:

1. Develop a formal referral agreement outlining commission structure and client handoff process.
2. Create co-branded promotional materials to share with clients, highlighting both services.
3. Set monthly check-ins to discuss referral outcomes and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT