

BUSINESS RELATIONSHIP ANALYSIS

Enriquez Aesthetics!" IV Creative

2 Relationships Identified

BUSINESS PROFILES

Enriquez Aesthetics

Contact: Bianca Enriquez
Industry: Professional Services
Luxury facial 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!" Enriquez Aesthetics

Reasoning:

IV Creative can provide Enriquez Aesthetics with tailored marketing materials that align with their luxury branding. This includes high-quality content creation for social media, brochures, and email campaigns, which are essential for attracting their target market.

Value Proposition:

By engaging IV Creative, Enriquez Aesthetics could enhance its marketing presence, potentially increasing client engagement by 30%, leading to higher bookings and revenue.

Collaboration Example:

IV Creative could design a series of elegant promotional posts and a detailed brochure highlighting Enriquez Aesthetics' services and unique offerings. This could be used for a special launch event where both businesses promote a limited-time package, driving foot traffic and increasing awareness.

Synergy Potential:

The unique combination of IV Creative's marketing expertise and Enriquez Aesthetics' luxury service can create a powerful branding narrative, allowing both to elevate their profiles in the local market uniquely.

Action Items:

1. Schedule a meeting between Iliana and Bianca to discuss specific marketing needs and branding goals.

2. Develop a content strategy that highlights Enriquez Aesthetics' unique offerings, including visuals and messaging.
3. Create a promotional timeline for a joint launch event leveraging both businesses' customer bases.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Enriquez Aesthetics / IV Creative

Reasoning:

Enriquez Aesthetics serves clients focused on skincare and wellness, which often overlaps with local businesses needing marketing services. They can refer clients looking for marketing help to IV Creative, enhancing their service portfolio.

Value Proposition:

This referral could lead to a 20% increase in new client inquiries for IV Creative, as they tap into Enriquez's existing clientele who may need marketing services.

Collaboration Example:

Bianca could send a personalized email to her clients post-service, recommending IV Creative for any branding or marketing needs, offering them a discount if they mention her business. This would create a win-win, where both businesses grow their client base.

Synergy Potential:

The dual focus on local business wellness and aesthetics creates a tailored approach to client care, making the referral smoother and more trustworthy.

Action Items:

1. Develop a referral program that includes benefits for clients referred to IV Creative.
2. Create a joint marketing piece that outlines the benefits of both services, to be shared with Enriquez Aesthetics' clients.
3. Set up a quarterly check-in to review referral success and client feedback.

Value: MEDIUM

MUTUAL BENEFIT