

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !” JAX AI Agency

3 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

JAX AI Agency

Contact: Vic Bushe

Industry: Technology

Technology and AI Consulting

REFERRAL 1/3

80% conf

JAX AI Agency !” Communicate Design & Marketing

Reasoning:

JAX AI Agency and Communicate Design & Marketing serve distinct but overlapping client bases. While JAX focuses on AI consulting for small to mid-sized businesses, Communicate caters to service businesses and entrepreneurs who are often looking to adopt modern technologies for their operations.

Value Proposition:

By referring clients to each other, both businesses can expand their customer base without direct competition, potentially increasing client acquisition by 20%.

Collaboration Example:

JAX AI Agency could refer its clients in need of branding and website design to Communicate Design. For instance, if a local restaurant owner wants to implement an AI reservation system, JAX could connect them with Communicate for a revamped website to enhance their online presence. They could agree on a referral fee split of any resulting project revenue.

Synergy Potential:

This pairing uniquely combines the technological expertise of JAX AI with the creative prowess of Communicate, allowing clients to receive holistic solutions that integrate branding with advanced tech.

Action Items:

1. Set up a meeting to discuss referral fee structures and terms.
2. Create a joint marketing flyer that highlights how AI can enhance branding and design.
3. Launch a referral program that includes incentives for both businesses.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/3

75% conf

Communicate Design & Marketing | JAX AI Agency

Reasoning:

Communicate Design & Marketing often works with small businesses looking to modernize their marketing strategies. Many of these clients could greatly benefit from AI services offered by JAX AI, creating a natural referral opportunity.

Value Proposition:

By referring clients needing AI solutions, Communicate can enhance its service offerings while providing JAX with access to a ready-made clientele, potentially increasing revenue by 15%.

Collaboration Example:

When a non-profit client approaches Communicate for a marketing strategy, they could identify the need for data-driven insights. Communicate can then refer them to JAX AI for custom analytics tools that help optimize their outreach, and they can agree to a 10% referral fee for any contracts that result from this connection.

Synergy Potential:

The combination of Communicate's marketing strategy expertise with JAX AI's technological solutions creates a powerful partnership that positions both companies as leaders in modern business innovation.

Action Items:

1. Establish a formal referral agreement outlining commission percentages.
2. Develop a joint workshop focused on AI in marketing that both businesses can promote.
3. Create case studies showcasing successful client transformations that highlight the benefits of both services.

Value: MEDIUM

MUTUAL BENEFIT

JAX AI Agency | Communicate Design & Marketing

Reasoning:

Both businesses can collaborate on projects that combine AI solutions with marketing strategies. This collaboration allows each to leverage the other's strengths to create comprehensive service offerings for clients.

Value Proposition:

By working together, they can increase project scope and pricing, potentially boosting overall project revenue by 25%.

Collaboration Example:

JAX AI Agency could partner with Communicate to develop a comprehensive digital marketing package for a local fitness studio. JAX would implement an AI-driven customer relationship management system while Communicate revamps the studio's brand and website. They could package this joint offering at \$10,000, with both agencies receiving a share based on their contributions.

Synergy Potential:

This collaboration is unique because it merges advanced AI capabilities with creative marketing, offering clients a one-stop-shop for both technology and branding solutions, which few competitors can provide.

Action Items:

- 1. Draft a proposal for a joint service package targeting local businesses.
- 2. Identify potential pilot clients who would benefit from this integrated offering.
- 3. Plan a launch event to promote the new combined service to prospective clients.

Value: HIGH

MUTUAL BENEFIT