

# BUSINESS RELATIONSHIP ANALYSIS

Communikate Design & Marketing!" Grayland

2 Relationships Identified

## BUSINESS PROFILES

### Communikate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

### Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

REFERRAL 1/2

75% conf

Communikate Design & Marketing!" Grayland

#### Reasoning:

Communikate Design & Marketing targets service businesses and entrepreneurs, while Grayland serves commercial property owners and lenders. This overlap in clientele allows for reciprocal referrals, where Communikate can direct its clients needing real estate services to Grayland, and Grayland can refer clients in need of branding and marketing to Communikate.

#### Value Proposition:

Increased client base for both businesses through mutual referrals, potentially leading to a 20% increase in clients for each business over the next quarter.

#### Collaboration Example:

Communikate could create a marketing package for Grayland, promoting their appraisal services to local businesses and property owners. In exchange, Grayland would refer clients looking for marketing support, resulting in a campaign that generates at least 10 new leads for Communikate, while Grayland gains exposure in the local market.

#### Synergy Potential:

The unique synergy stems from their ability to enhance each other's offerings through direct referrals, tapping into complementary services that cater to a shared audience of entrepreneurs and property stakeholders.

### Action Items:

1. Schedule a meeting to discuss specific referral needs and set up a formal referral agreement.
2. Develop a co-branded marketing brochure highlighting both services to distribute to each other's client bases.
3. Implement a tracking system to monitor referrals and measure the effectiveness of the partnership.

Value: MEDIUM

MUTUAL BENEFIT

### VENDOR 2/2

65% conf

Grayland! Communikate Design & Marketing

### Reasoning:

Grayland can benefit from Communikate's marketing and branding services to enhance their visibility in the commercial real estate market. As they seek to attract more clients, high-quality marketing materials and a strong online presence will be essential.

### Value Proposition:

Grayland could see a 15% increase in lead generation through improved branding and marketing efforts provided by Communikate, boosting their appraisal services' visibility in the competitive market.

### Collaboration Example:

Grayland could hire Communikate to redesign their website and create promotional materials for a new service launch. This project would include a new logo, a fresh website with SEO-optimized content, and targeted social media ads, potentially resulting in 5 new client inquiries within the first month after launching.

### Synergy Potential:

The partnership is unique as Grayland's need for enhanced marketing aligns perfectly with Communikate's expertise in design and strategy, creating a targeted approach that leverages both companies' strengths to achieve immediate results.

### Action Items:

1. Conduct a branding workshop to identify Grayland's unique selling proposition and target audience.
2. Create a timeline for website redesign and set milestones for deliverables and approvals.
3. Launch a targeted social media campaign to announce the new services and drive traffic to the updated website.

Value: HIGH

MUTUAL BENEFIT