

# BUSINESS RELATIONSHIP ANALYSIS

## Communicate Design & Marketing !” IV Creat

2 Relationships Identified

### BUSINESS PROFILES

#### Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

#### IV Creative

Contact: Iliana

Industry: Marketing & Design

We support local businesses who are in need of content creation services.

### REFERRAL 1/2

75% conf

#### IV Creative !’ Communicate Design & Marketing

##### Reasoning:

IV Creative specializes in content creation for local businesses, while Communicate Design & Marketing focuses on branding and marketing strategy. They serve similar target markets but do not directly compete, making referrals beneficial for both.

##### Value Proposition:

By referring clients back and forth, both businesses can increase their client base by approximately 20%, leading to enhanced revenue opportunities.

##### Collaboration Example:

IV Creative can refer local businesses in need of comprehensive branding services to Communicate. For instance, if a local café requires a brand overhaul after expanding, IV Creative can connect them with Communicate, who then handles the branding project, splitting the consulting fee of \$3,000.

##### Synergy Potential:

The unique synergy comes from their complementary services; while IV Creative focuses on content, Communicate excels in branding, thus creating a holistic service offering for clients.

##### Action Items:

1. Schedule a meeting to discuss referral terms and client needs.

2. Create a joint marketing flyer that outlines each business's services.
3. Establish a referral tracking system to monitor leads and conversions.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

### Communicate Design & Marketing ' IV Creative

#### Reasoning:

Communicate Design & Marketing targets service businesses and non-profits that may require content creation services, allowing for a reciprocal referral relationship.

#### Value Proposition:

This collaboration could lead to a 15% increase in new clients for IV Creative, translating to approximately \$10,000 in additional revenue over the next quarter.

#### Collaboration Example:

When Communicate designs a new website for a local non-profit, they can refer the organization to IV Creative for compelling content creation, such as donor stories and mission statements, thereby enhancing the website's effectiveness. The non-profit pays \$2,500 for the content, and both businesses split the referral fee.

#### Synergy Potential:

This partnership uniquely leverages Communicate's established network with non-profits and service businesses, ensuring that IV Creative accesses a market segment that specifically needs content services.

#### Action Items:

1. Develop a referral agreement to formalize the process.
2. Host a joint workshop on branding and content creation for local businesses.
3. Create a shared client list to identify potential referral opportunities.

Value: MEDIUM

MUTUAL BENEFIT