

# BUSINESS RELATIONSHIP ANALYSIS

## Communicate Design & Marketing !” The Collec

2 Relationships Identified

### BUSINESS PROFILES

#### Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

#### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

### REFERRAL 1/2

80% conf

#### The Collective Om !” Communicate Design & Marketing

##### Reasoning:

Both businesses target similar demographics, particularly individuals focused on self-growth and small business founders. The Collective Om can refer clients to Communicate Design for branding and marketing services, while Communicate can recommend The Collective Om for wellness services to their clients, creating a mutually beneficial referral network.

##### Value Proposition:

Each referral could lead to a 10-20% increase in client base for both businesses, depending on the volume of referrals exchanged.

##### Collaboration Example:

The Collective Om offers a workshop on 'Mindfulness for Entrepreneurs' and includes Communicate Design as a partner in the event. Attendees learn about wellness strategies and receive a discount code for Communicate's services. If 30 participants sign up, The Collective Om earns \$900 from ticket sales, and Communicate gains 5-10 new clients from direct referrals during the event.

##### Synergy Potential:

The unique synergy arises from combining wellness and marketing; entrepreneurs often struggle with stress, and The Collective Om can provide the mental clarity that enhances their marketing strategies offered by Communicate.

**Action Items:**

1. Schedule a meeting to outline a referral agreement.
2. Plan a joint event targeting both customer bases.
3. Create marketing materials that highlight each other's services for cross-promotion.

Value: MEDIUM

MUTUAL BENEFIT

**VENDOR 2/2**

70% conf

Communicate Design & Marketing !' The Collective Om

**Reasoning:**

Communicate Design can offer marketing services to The Collective Om, which is currently seeking marketing assistance. This provides The Collective Om with the expertise needed to reach its target market effectively.

**Value Proposition:**

By engaging Communicate Design, The Collective Om could see a 25% increase in client inquiries through improved online presence and targeted marketing strategies.

**Collaboration Example:**

Communicate Design could create a new website for The Collective Om that emphasizes its holistic services, including SEO optimization and targeted ads. If they launch the site next week, The Collective Om could see an increase in bookings from 15 to 25 in the following month, generating an additional \$1,500 in revenue.

**Synergy Potential:**

This pairing is unique as it blends wellness services with marketing expertise, allowing for a holistic approach to business growth—wellness can improve client engagement, while effective marketing can boost The Collective Om's visibility.

**Action Items:**

1. Conduct a needs assessment for The Collective Om's marketing requirements.
2. Develop a proposal for a marketing package tailored to The Collective Om.
3. Set a timeline for the launch of the new website and marketing campaigns.

Value: HIGH

MUTUAL BENEFIT