

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !” flow

2 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

PARTNER 1/2

80% conf

flow !” Communicate Design & Marketing

Reasoning:

Flow's coaching services could greatly benefit from Communicate's marketing expertise, especially as Flow seeks to enhance its marketing outreach. In return, Communicate could leverage Flow's coaching to offer additional value to their clients, enriching their service portfolio.

Value Proposition:

By partnering, Flow could see a 30% increase in client acquisition through improved marketing strategies, while Communicate can enhance its service offerings with coaching, appealing to a wider audience.

Collaboration Example:

Flow and Communicate could launch a joint workshop titled 'Market Your Mindset: Coaching for Entrepreneurs'. In this workshop, Flow would provide coaching techniques while Communicate assists with branding and marketing tactics. They could charge \$300 per participant, aiming for 20 participants which would generate \$6,000 to be shared between them.

Synergy Potential:

This partnership uniquely combines coaching with marketing, offering entrepreneurs a holistic approach to grow their businesses, which neither service can fully provide alone.

Action Items:

1. Schedule a strategy meeting next week to outline the workshop details.
2. Develop a joint marketing plan to promote the 'Market Your Mindset' workshop across both businesses' channels.
3. Identify potential venues and date options for the first workshop.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Communicate Design & Marketing !' flow**Reasoning:**

Communicate serves a target market that includes founders and solo entrepreneurs, who may benefit from Flow's coaching services. Referring clients to Flow can enhance Communicate's relationship with its clients by providing them with additional resources.

Value Proposition:

Communicate could add value to its client relationships, potentially leading to a 15% increase in client retention and satisfaction by providing referrals to Flow's coaching services.

Collaboration Example:

When Communicate signs a new client who is a solo entrepreneur, they can refer them to Flow for coaching services tailored to startups. For each referral that converts into a client, Flow could provide a 10% commission back to Communicate, creating a revenue stream for both businesses.

Synergy Potential:

The unique synergy lies in the alignment of both businesses' goals to serve entrepreneurs, enhancing customer satisfaction through a comprehensive support system that includes both marketing and personal development.

Action Items:

1. Create a referral agreement outlining commission structures and responsibilities by next week.
2. Develop a joint promotional flyer that Communicate can give to clients outlining Flow's coaching services.
3. Set up a quarterly review to assess the success of the referral program and make adjustments.

Value: MEDIUM

MUTUAL BENEFIT