

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !” Simple Crea

2 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

REFERRAL 1/2

80% conf

Communicate Design & Marketing !” Simple Creations By T

Reasoning:

Communicate Design & Marketing targets founders and entrepreneurs who may need personalized gifts and branding for their businesses. Simple Creations By T specializes in custom gifts and apparel, which could appeal to the same target market without direct competition.

Value Proposition:

By referring clients back and forth, both businesses can increase their customer base. For instance, Communicate could bring in 10 new clients per month, generating additional revenue through commissions on referred sales.

Collaboration Example:

Communicate Design could promote Simple Creations' custom gifts as part of their branding packages for new businesses. For example, when Communicate rolls out a new brand for a startup, they could offer a package that includes branded merchandise from Simple Creations, adding value and generating a commission on each sale.

Synergy Potential:

This partnership leverages Communicate's established network of entrepreneurs who are often in need of custom gifts for promotions or client appreciation, making the referral highly relevant and timely.

Action Items:

1. Set up a meeting between Kate and Tiana to discuss mutual referral agreements.

2. Create a joint marketing campaign that highlights custom gifts for new businesses.
3. Develop a referral tracking system to monitor successful client introductions and commissions.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

70% conf

Communicate Design & Marketing | Simple Creations By T

Reasoning:

Both businesses can benefit from a collaborative marketing event that showcases custom gifts alongside branding services. This partnership would allow them to reach a wider audience and leverage each other's expertise.

Value Proposition:

By hosting a collaborative event, both businesses could attract new clients and create brand awareness. They could anticipate generating up to \$2,000 in sales from the event, with a shared marketing budget of \$500.

Collaboration Example:

Communicate and Simple Creations could host a 'Brand Your Business' workshop where attendees create custom gifts while learning about branding strategies. For instance, participants would design their own branded mugs with Simple Creations, while Communicate provides branding tips. Each participant pays \$100, and with 20 attendees, they could earn \$2,000 and gain new clients.

Synergy Potential:

The combination of marketing strategy and personalized gifts creates a unique value proposition, allowing both businesses to showcase how branding and customized gifts can work together effectively.

Action Items:

1. Plan the logistics for the 'Brand Your Business' workshop, including venue and materials.
2. Create a promotional plan to attract attendees through social media and local business networks.
3. Develop an engaging agenda that highlights both branding techniques and the custom gift-making process.

Value: HIGH

MUTUAL BENEFIT