

# BUSINESS RELATIONSHIP ANALYSIS

## Big Rig Compliance Pros!" Communikate Design

2 Relationships Identified

### BUSINESS PROFILES

#### Big Rig Compliance Pros

Contact: Sherika Carter

Industry: Professional Services

Big Rig Compliance Pros helps truck drivers and trucking companies stay compliant with State and Federal regulations by handling filings, renewals, permits and other back office paperwork so they can focus on driving.

#### Communikate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

REFERRAL 1/2

75% conf

Communikate Design & Marketing!" Big Rig Compliance Pros

#### Reasoning:

Communikate Design & Marketing focuses on service businesses, which aligns with the target market of Big Rig Compliance Pros. By referring clients who need compliance assistance, Communikate can build trust and rapport with its clientele while Big Rig Compliance Pros gains new customers.

#### Value Proposition:

For every referral, Communikate can earn a 10% commission on the first month's fees from new clients, potentially generating an additional \$1,000 monthly.

#### Collaboration Example:

Communikate could feature Big Rig Compliance Pros in their newsletter, highlighting the importance of compliance for small trucking businesses. In return, Big Rig Compliance Pros shares Communikate's branding services on their social media, creating a reciprocal referral system that drives traffic and leads for both businesses.

#### Synergy Potential:

Both businesses are service-oriented and cater to entrepreneurs, allowing for a seamless integration of services that enhances client satisfaction. This partnership uniquely combines marketing expertise with compliance support, creating a comprehensive service package for their shared audience.

### Action Items:

1. Set up an introductory meeting between Kate and Sherika to discuss referral terms.
2. Create a co-branded promotional piece to distribute to both client lists outlining the referral program.
3. Track referrals and commissions using a shared spreadsheet to ensure transparency and accountability.

Value: MEDIUM

MUTUAL BENEFIT

### VENDOR 2/2

80% conf

Big Rig Compliance Pros' Communicate Design & Marketing

### Reasoning:

Big Rig Compliance Pros needs effective marketing strategies to reach their target market of truck drivers and fleet owners. By engaging Communicate for branding and marketing strategy, they can enhance their visibility and attract more clients.

### Value Proposition:

Investing in a targeted marketing campaign could increase Big Rig Compliance Pros' client base by 20%, potentially adding \$2,000 in monthly revenue.

### Collaboration Example:

Big Rig Compliance Pros could engage Communicate to create a series of online advertising campaigns aimed at local trucking companies. This would include designing an eye-catching website and social media strategy that promotes their compliance services, aiming to capture leads through targeted ads during the upcoming trucking industry trade show.

### Synergy Potential:

The combination of compliance services and marketing expertise is unique, as it allows Big Rig Compliance Pros to not only comply with regulations but also to effectively promote their services, thus addressing two critical pain points for their clients simultaneously.

### Action Items:

1. Schedule a consultation for Big Rig Compliance Pros to present their marketing needs to Communicate.
2. Develop a timeline and budget for a new website and marketing campaign specifically targeting local trucking businesses.
3. Monitor campaign performance and adjust strategies based on analytics to maximize leads and conversions.

Value: HIGH

MUTUAL BENEFIT