

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !” Connections to the Nations LLC

2 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

Connections to the Nations LLC

Contact: Arlene Ortiz

Industry: Professional Services

Community Fair and Culture

VENDOR 1/2

80% conf

Communicate Design & Marketing !” Connections to the Nations LLC

Reasoning:

Communicate Design & Marketing can provide branding and marketing services to Connections to the Nations for their community fairs. This would enhance the visibility of the fairs and attract more attendees, benefiting both businesses.

Value Proposition:

By providing marketing materials and branding strategies, Communicate can help Connections to the Nations increase event attendance by at least 30%, translating to higher revenue from vendors and sponsors.

Collaboration Example:

For the upcoming community fair, Communicate could design a full suite of promotional materials—banners, flyers, and social media graphics. They could also run a targeted online ad campaign to promote the event, aiming to boost attendance from 200 to 300 people. The success of this event could generate \$3,000 in vendor fees for Connections to the Nations, while Communicate secures a \$1,500 project fee.

Synergy Potential:

The unique synergy lies in their complementary strengths; while Communicate excels in marketing and design, Connections to the Nations has established community ties and event expertise, creating a powerful combination for successful outreach.

Action Items:

1. Schedule an initial meeting to discuss the upcoming community fair's marketing needs.
2. Develop a proposal outlining specific branding and promotional services for the fair.
3. Create a timeline for deliverables and set milestones to track progress leading up to the event.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Connections to the Nations Llc!' Communicate Design & Marketing

Reasoning:

Connections to the Nations can refer businesses they work with to Communicate for their branding and marketing needs, as both serve the entrepreneurial and small business community.

Value Proposition:

By referring clients to Communicate, Connections to the Nations can facilitate marketing support for local businesses, while earning a referral fee of approximately 10% on each successful contract.

Collaboration Example:

After a community fair, Connections to the Nations could provide Communicate with a list of small business participants who expressed interest in enhancing their marketing. For example, if they refer a local bakery that signs a \$2,000 branding package, Connections earns \$200 just for connecting them.

Synergy Potential:

This referral relationship is unique because it leverages Connections to the Nations' existing network of local businesses, providing Communicate with a targeted audience that is already engaged in community activities.

Action Items:

1. Create a referral agreement outlining commission structures for both parties.
2. Identify key clients from the community fair who would benefit from marketing services.
3. Develop co-branded materials to present the referral program to local businesses.

Value: MEDIUM

MUTUAL BENEFIT