

# BUSINESS RELATIONSHIP ANALYSIS

## IV Creative !" MyahnArt LLC

2 Relationships Identified

### BUSINESS PROFILES

#### IV Creative

Contact: Iliana

Industry: Marketing & Design

We support local businesses who are in need of content creation services.

#### MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

Creative Services and Products: Murals, Live Painting, Custom Portraits and More

### COLLABORATION 1/2

85% conf

#### IV Creative !" MyahnArt LLC

##### Reasoning:

IV Creative specializes in content creation which can enhance the marketing efforts of MyahnArt's offerings. By collaborating, they can create visually appealing marketing materials that showcase MyahnArt's services, providing both businesses with increased visibility.

##### Value Proposition:

This partnership could generate an estimated \$10,000 in new client contracts over the next quarter as they tap into each other's customer bases and enhance service offerings.

##### Collaboration Example:

IV Creative designs a promotional campaign that includes video content and social media posts showcasing MyahnArt's murals and live painting services. For example, they create a stunning time-lapse video of a mural being painted live at a local café, which IV Creative uses to promote both businesses on social media. Together, they host a launch event where potential clients can experience live painting while networking, generating immediate interest and leads.

##### Synergy Potential:

The unique synergy lies in combining IV Creative's strategic marketing expertise with MyahnArt's artistic flair, creating a one-stop solution for businesses looking to enhance their aesthetic appeal. This pairing allows them to attract clients who need both marketing and beautification services, which is less common in the local market.

**Action Items:**

1. Schedule a brainstorming session to outline specific collaborative projects and promotional strategies.
2. Develop a joint marketing plan that includes social media campaigns and event planning.
3. Identify upcoming local events where both businesses can showcase their offerings together.

Value: HIGH

MUTUAL BENEFIT

**COLLABORATION 2/2**

75% conf

MyahnArt LLC !' IV Creative

**Reasoning:**

MyahnArt's unique artistic services can complement IV Creative's content creation, offering a broader service package to local businesses. Collaborating can enhance the customer experience by providing vibrant visuals that attract and engage clients.

**Value Proposition:**

By collaborating, they could potentially increase referral rates, leading to a projected \$5,000 in new business within the next three months by appealing to businesses looking for a comprehensive marketing and design solution.

**Collaboration Example:**

MyahnArt creates a series of custom artworks that IV Creative uses as part of their branding packages for local businesses. For instance, they could design unique murals for a new restaurant, while IV Creative produces video content to document the process and promote the restaurant's grand opening. This creates a buzz and draws customers to both businesses.

**Synergy Potential:**

Both businesses thrive in the marketing and design space, but they offer different services that cater to the same target audience. This partnership allows them to cater to clients looking for a cohesive brand identity while enhancing the aesthetic appeal of their spaces.

**Action Items:**

1. Create a shared portfolio showcasing collaborative projects to attract new clients.
2. Organize a joint workshop or webinar to educate local businesses about the benefits of combining creative services.
3. Establish a referral program where both businesses can incentivize clients to engage with each other's services.

Value: HIGH

MUTUAL BENEFIT