

BUSINESS RELATIONSHIP ANALYSIS

IV Creative!" Simple Creations By T

3 Relationships Identified

BUSINESS PROFILES

IV Creative

Contact: Iliana

Industry: Marketing & Design

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

Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

VENDOR 1/3

75% conf

IV Creative!" Simple Creations By T

Reasoning:

IV Creative specializes in content creation, which could be beneficial for Simple Creations By T to enhance their marketing efforts. Tiana can leverage IV Creative's services to create engaging promotional materials for her custom gifts and apparel.

Value Proposition:

By utilizing IV Creative's content services, Simple Creations can increase their online visibility and attract more clients, potentially increasing revenue by 20% through better marketing.

Collaboration Example:

IV Creative could design an engaging social media campaign for Simple Creations, showcasing new custom apparel launches. For example, they could create a series of visually appealing posts and videos around a holiday gift line, driving traffic to Simple Creations' website and resulting in an estimated \$3,000 in sales during the campaign period.

Synergy Potential:

This partnership uniquely combines IV Creative's marketing expertise with Simple Creations' product offerings, allowing for a tailored approach to local marketing that specifically resonates with Jacksonville's community.

Action Items:

1. Schedule an introductory meeting to discuss content needs and marketing strategies.

2. Develop a promotional calendar for upcoming holidays to coordinate marketing efforts.
3. Create a pilot social media campaign together to test the effectiveness of IV Creative's services.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/3

70% conf

Simple Creations By T! IV Creative

Reasoning:

Simple Creations By T can provide custom gifts and apparel that IV Creative could use for promotional events and client gifts, enhancing their relationship with local businesses.

Value Proposition:

By sourcing custom gifts from Simple Creations, IV Creative can offer unique branded merchandise to their clients, potentially increasing client retention and satisfaction, which could lead to an additional \$2,000 in client revenue through upselling.

Collaboration Example:

IV Creative could order customized branded mugs from Simple Creations to distribute at a local business networking event. This would not only enhance their brand presence but also provide memorable keepsakes that attendees associate with IV Creative, driving new inquiries and referrals post-event.

Synergy Potential:

This relationship is special because it allows IV Creative to enhance its service offerings with tangible branded products, creating a memorable experience for clients that goes beyond standard marketing services.

Action Items:

1. Identify upcoming events where branded merchandise would be beneficial.
2. Discuss design options for custom gifts that reflect IV Creative's brand.
3. Place a small initial order for a local event to test the response and effectiveness.

Value: MEDIUM

MUTUAL BENEFIT

IV Creative / Simple Creations By T

Reasoning:

Both businesses target local Jacksonville clientele, though they serve different needs. IV Creative can refer clients needing custom gifts to Simple Creations, creating a mutually beneficial referral system.

Value Proposition:

By establishing a referral system, both businesses can tap into each other's customer bases, potentially increasing client acquisition by 15% for each.

Collaboration Example:

IV Creative could highlight Simple Creations in their monthly newsletter as a recommended vendor for clients seeking personalized gifts for events. If just five clients make purchases through this referral, each spending an average of \$100, Simple Creations would see an additional \$500 in revenue.

Synergy Potential:

This partnership utilizes the existing networks of both businesses, allowing for cross-promotion that benefits both without competing for the same clients.

Action Items:

1. Develop a referral agreement that outlines benefits for both parties.
2. Create joint marketing materials that include each other's services.
3. Set up a tracking system to monitor the effectiveness of referrals.

Value: MEDIUM

MUTUAL BENEFIT