

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !” Jazzi’s Cr

2 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

Jazzi’s Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

REFERRAL 1/2

80% conf

Jazzi’s Creations !’ Communicate Design & Marketing

Reasoning:

Both businesses target similar demographics, particularly service businesses and families looking for personalized gifts. Jazzi's Creations can refer clients needing marketing strategies to Communicate Design, while Communicate can suggest Jazzi's creative workshops for team building and client gifts.

Value Proposition:

Increased client base for both businesses, potentially generating an additional \$10,000 in referrals annually.

Collaboration Example:

Jazzi's Creations could host a craft night for local entrepreneurs organized by Communicate Design. Attendees would create personalized promotional items while learning about branding, creating a fun atmosphere that fosters networking. Communicate would promote their marketing services during the event, leading to immediate consultations from engaged participants.

Synergy Potential:

The unique pairing of Jazzi's craft-focused services with Communicate's marketing expertise allows for creative marketing solutions that stand out in the local Jacksonville market.

Action Items:

1. Set up a referral agreement where each business provides a discount to referred clients.

2. Organize a joint marketing campaign highlighting the benefits of both services.
3. Schedule a monthly networking event to showcase each other's offerings.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

75% conf

Communicate Design & Marketing !' Jazzi's Creations

Reasoning:

Communicate Design can enhance Jazzi's online presence through branding and a website overhaul, while Jazzi can provide unique, personalized gifts for Communicate's clients. This creates a win-win scenario where both businesses can elevate their brand offerings.

Value Proposition:

This collaboration could lead to a revenue increase of \$15,000 annually from new clients attracted by improved marketing and online presence.

Collaboration Example:

Communicate Design could create a promotional campaign for Jazzi's Creations, including a revamped website and social media strategy. In return, Jazzi's Creations could offer Communicate's clients exclusive discounts on personalized gifts for their events, with a goal to book 10 new clients within the first three months of the campaign.

Synergy Potential:

This partnership uniquely combines the creative craft experience with professional marketing strategies, allowing both businesses to tap into each other's customer bases effectively while enhancing their service offerings.

Action Items:

1. Develop a co-branded marketing package that includes Jazzi's gift offerings for Communicate's clients.
2. Plan a launch event for the new website where both businesses can showcase their services.
3. Create a timeline for regular check-ins to monitor the success of the collaboration.

Value: HIGH

MUTUAL BENEFIT