

BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" IV Creative

2 Relationships Identified

BUSINESS PROFILES

Aspirations Behavioral Health Inc.

Contact: Kristian Wilson
Industry: Health & Wellness
Telahealth mental health counseling

IV Creative

Contact: Iliana
Industry: Marketing & Design
We support local businesses who are in need of content creation services.

REFERRAL 1/2

80% conf

IV Creative !' Aspirations Behavioral Health Inc.

Reasoning:

IV Creative serves local businesses, which may include clients seeking mental health services. Aspirations Behavioral Health Inc. targets individuals needing mental health help, creating a natural referral flow as IV Creative can direct its clients to Aspirations when mental wellness is a concern.

Value Proposition:

IV Creative could generate additional revenue through referral fees or commissions while strengthening its service offering to clients by providing mental health resources.

Collaboration Example:

IV Creative includes a dedicated section on its website and in its marketing materials featuring Aspirations Behavioral Health's services. For each referral made, IV Creative could earn a 15% commission on the fees paid by clients who sign up for counseling. This would allow IV Creative to enhance its value proposition while driving new business to Aspirations.

Synergy Potential:

Both businesses align on the local community focus, with IV Creative enhancing its service portfolio by offering mental health resources, which are increasingly important for business owners and employees alike.

Action Items:

1. IV Creative to create a referral program outlining commission structures and marketing materials.
2. Aspirations Behavioral Health to prepare a landing page specifically for IV Creative's clients, detailing services and referral benefits.
3. Schedule a meeting to discuss joint marketing strategies and how to track referrals effectively.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Aspirations Behavioral Health Inc. / IV Creative

Reasoning:

Aspirations Behavioral Health can refer clients who may need marketing services, particularly businesses looking to enhance their visibility or mental health services for their employees. This creates a reciprocal referral relationship.

Value Proposition:

Aspirations can enhance its service offerings by providing local businesses with marketing resources, while IV Creative gains access to a new client base through these referrals.

Collaboration Example:

Aspirations Behavioral Health can refer local businesses that express a need for marketing services during counseling sessions. For example, if a client mentions wanting to promote a new wellness program, Aspirations refers them to IV Creative, who can create content and marketing materials for that program. IV Creative pays Aspirations a referral fee for each successful project initiated.

Synergy Potential:

This pairing uniquely combines mental wellness with marketing, allowing businesses to not only promote their services but also to invest in the mental health of their employees, creating a more holistic approach to business success.

Action Items:

1. Develop a referral agreement that includes commission percentages for successful leads.
2. Create a list of local businesses that could benefit from both services and establish a target outreach strategy.
3. Host a joint informational session or webinar about the importance of mental health in the workplace and how marketing can help promote wellness initiatives.

Value: MEDIUM

MUTUAL BENEFIT