

# BUSINESS RELATIONSHIP ANALYSIS

## IV Creative !” flow

2 Relationships Identified

### BUSINESS PROFILES

#### IV Creative

Contact: Iliana

Industry: Marketing & Design

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

#### flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

### REFERRAL 1/2

80% conf

flow !” IV Creative

#### Reasoning:

Flow specializes in coaching, which can benefit local business owners looking to improve their leadership and team dynamics. IV Creative targets local business owners in Jacksonville, making them a suitable referral partner for Flow's coaching services.

#### Value Proposition:

Flow can tap into IV Creative's local client base, potentially generating new coaching clients, while IV Creative can offer additional value to their clients by referring them to Flow.

#### Collaboration Example:

IV Creative could include a quarterly coaching workshop by Flow as part of their service offerings to local businesses. For example, they could market a 'Business Growth Workshop' where Flow provides strategic coaching tips and tools to help local business owners enhance their operations, leading to an additional \$2,000 in revenue from 20 participating businesses.

#### Synergy Potential:

The unique synergy lies in Flow's coaching expertise paired with IV Creative's marketing skills, providing a holistic improvement approach for local businesses that improves both leadership and brand presence.

**Action Items:**

- 1. Arrange an introductory meeting between Miguel and Iliana to discuss potential referral strategies.
- 2. Develop a co-branded marketing flyer highlighting the benefits of coaching for business owners.
- 3. Set up a feedback loop to share insights on referred clients to continuously improve the referral process.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/2

75% conf

IV Creative !' flow

**Reasoning:**

IV Creative can provide marketing services to Flow, helping to enhance their visibility and attract more clients. As Flow currently has a need for marketing, this relationship makes sense directionally.

**Value Proposition:**

IV Creative can help Flow increase its reach through targeted marketing campaigns, potentially increasing Flow's client base by up to 30%, translating into significant revenue growth.

**Collaboration Example:**

IV Creative could design and execute a social media marketing campaign for Flow, featuring success stories and testimonials from past coaching clients. For instance, they could launch a 'Client Success Spotlight' series on Instagram, potentially generating 50 leads for Flow in the first month alone.

**Synergy Potential:**

What makes this pairing special is that IV Creative works specifically with local businesses, allowing them to tailor their marketing strategies to the unique needs of Flow's coaching services, ensuring more effective outreach.

**Action Items:**

- 1. Conduct a marketing needs assessment to determine Flow's specific goals and target audience.
- 2. Create a tailored marketing proposal showcasing specific strategies for Flow's coaching services.
- 3. Establish a timeline for campaign launch and set performance metrics to track success.

Value: HIGH

MUTUAL BENEFIT