

BUSINESS RELATIONSHIP ANALYSIS

Communikate Design & Marketing !” Soulfitness Studio

2 Relationships Identified

BUSINESS PROFILES

Communikate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

VENDOR 1/2

80% conf

Communikate Design & Marketing !” Soulfitness Studio Health and wellness

Reasoning:

Communikate Design & Marketing specializes in marketing strategy and branding, which are crucial for health and wellness centers like Soulfitness Studio to attract more clients. By providing tailored marketing services, Communikate can help Soulfitness increase its visibility and client base.

Value Proposition:

Communikate could generate \$10,000 in revenue over the next six months by implementing a comprehensive marketing strategy for Soulfitness, which could lead to a 20% increase in clients.

Collaboration Example:

Communikate could create a promotional campaign for Soulfitness that includes a new website, social media ads, and branding materials. For instance, they could develop a '30-Day Wellness Challenge' campaign that targets local residents, where participants sign up online for classes and receive a discount on membership. This campaign could be launched next month, with expected participation from 150 new clients.

Synergy Potential:

The unique synergy lies in the fact that Soulfitness has a specific target market focused on health and wellness, which is an ideal match for Communikate's expertise in branding and marketing specifically tailored for service-oriented businesses.

Action Items:

1. Schedule a meeting between Kate Reeve and Janice Curry to discuss specific marketing needs.
2. Draft a proposal outlining a 3-month marketing strategy that includes social media campaigns and branding efforts.
3. Set KPIs to measure the success of the campaign, such as new client sign-ups and engagement metrics.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Soulfitness Studio Health and wellness center !' Communikate Design & Mar

Reasoning:

Soulfitness Studio can refer its clients, many of whom are entrepreneurs interested in improving their health and wellness, to Communikate for branding and marketing services. This can help both businesses grow their respective client bases without direct competition.

Value Proposition:

Soulfitness can create a referral program that brings in an additional \$5,000 in revenue for Communikate while enhancing its own service offerings, leading to increased client satisfaction and loyalty.

Collaboration Example:

Soulfitness could create a wellness package that includes a complimentary consultation with Communikate for new members. For example, every new client who signs up for a monthly membership could receive a coupon for a branding consultation with Communikate, helping them establish their personal brand while receiving health services.

Synergy Potential:

This partnership is uniquely beneficial as it leverages the dual interests of health and entrepreneurship, allowing both businesses to tap into a niche market that values both personal well-being and professional growth.

Action Items:

1. Develop a referral program with clear benefits for both businesses.
2. Create marketing materials that promote the referral program to current Soulfitness clients.
3. Track the number of referrals and their conversion rates to measure the program's effectiveness.

Value: MEDIUM

MUTUAL BENEFIT