

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" Communicate Design & Marketing

3 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

Contact: De'Ana Aguas

Industry: Professional Services

Events and Experiences

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

VENDOR 1/3

80% conf

Communicate Design & Marketing!" Be Present Detalles

Reasoning:

Communicate Design & Marketing can provide branding and website services to Be Present Detalles, enhancing their online presence and marketing efforts. In return, Be Present Detalles can refer clients who are looking for marketing services.

Value Proposition:

Potential for Communicate to secure 5 new clients from Be Present's referrals, generating an estimated \$15,000 in revenue.

Collaboration Example:

Be Present Detalles can hire Communicate to revamp their website and create a new branding strategy for their event services. This could include developing a fresh logo and visually appealing website that showcases their events. The new site could lead to a 30% increase in client inquiries within the first three months after launch.

Synergy Potential:

The unique pairing of a design-focused marketing agency with an experiential event service allows for a cohesive brand experience, where the aesthetics of events are matched by strong online branding.

Action Items:

1. Schedule a meeting to discuss specific branding needs for Be Present Detalles.

2. Create a proposal for a website redesign that highlights Be Present's event offerings.
3. Set up a referral program where Be Present can earn a discount on services for each client they refer to Communicate.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/3

75% conf

Be Present Detalles !' Communicate Design & Marketing

Reasoning:

Be Present Detalles can provide event planning services for Communicate Design & Marketing's marketing events or client gatherings, enhancing Communicate's service offerings. This can also help Be Present Detalles gain exposure to new clients.

Value Proposition:

Communicate can enhance their client events, potentially increasing attendance by 25%, leading to at least \$10,000 in new client projects from increased engagement.

Collaboration Example:

Communicate could hire Be Present Detalles to organize a launch event for a new service they are offering, such as a branding workshop. Be Present could create an immersive experience for attendees, which includes interactive sessions and showcases of Communicate's work, resulting in 15 new leads for Communicate.

Synergy Potential:

Combining Communicate's marketing knowledge with Be Present's event expertise allows for high-quality, engaging experiences that can attract more clients for both businesses.

Action Items:

1. Identify upcoming marketing events that Communicate is planning.
2. Draft a proposal outlining how Be Present can enhance these events.
3. Set up a trial run of a small event to test the collaboration potential.

Value: HIGH

MUTUAL BENEFIT

Communicate Design & Marketing !' Be Present Detalles

Reasoning:

Both businesses can collaborate on a workshop or seminar that combines marketing and event planning, appealing to their respective target markets. This will benefit both businesses by broadening their audience and enhancing their service offerings.

Value Proposition:

Potential to generate \$5,000 in revenue from workshop fees while attracting new clients to both businesses.

Collaboration Example:

Communicate and Be Present could host a joint workshop titled 'Elevate Your Brand Through Experiences.' This event would include sessions on effective branding strategies by Communicate and event execution tips by Be Present. Each business could contribute \$1,500 to the event, and if they charge \$100 per participant, they could attract 50 attendees, splitting the profits.

Synergy Potential:

This collaboration leverages both companies' expertise in marketing and events, creating a unique offering that showcases the importance of branding in event experiences, which neither could effectively provide alone.

Action Items:

1. Develop a detailed outline for the workshop curriculum.
2. Create a marketing plan to promote the workshop to both businesses' target audiences.
3. Secure a venue and finalize logistics for the event.

Value: MEDIUM

MUTUAL BENEFIT