

BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers !” IV

2 Relationships Identified

BUSINESS PROFILES

Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

IV Creative

Contact: Iliana

Industry: Marketing & Design

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

COLLABORATION 1/2

85% conf

IV Creative !’ Celebrate & Smile International Steppers

Reasoning:

IV Creative can create promotional materials and content for Celebrate & Smile International Steppers' dance events, while Celebrate & Smile can provide engaging dance workshops that IV Creative can showcase in their marketing campaigns. This mutual enhancement of services can attract a wider audience.

Value Proposition:

By collaborating, IV Creative can increase its client base through exposure to Celebrate & Smile's audience, potentially generating an additional \$5,000 in revenue, while Celebrate & Smile can enhance its visibility and attract more participants, increasing attendance by 30%.

Collaboration Example:

IV Creative designs a series of eye-catching posters and social media campaigns for Celebrate & Smile's upcoming community dance festival. In return, Celebrate & Smile offers a dance class exclusively for IV Creative's clients, where they can engage in team-building exercises. This event generates excitement, with 50 participants, resulting in \$1,500 in ticket sales for Celebrate & Smile and new business leads for IV Creative.

Synergy Potential:

The unique blend of marketing expertise from IV Creative with the engaging dance programs of Celebrate & Smile creates a distinctive offering that enhances community participation while bolstering both brands' visibility in Jacksonville.

Action Items:

1. Schedule a joint meeting to brainstorm specific event ideas that can leverage both businesses' strengths.
2. Develop a timeline for creating promotional materials and finalize the dance class details for IV Creative's clients.
3. Create a shared marketing plan to promote both the dance festival and the exclusive class, leveraging social media and local networks.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Celebrate & Smile International Steppers !' IV Creative

Reasoning:

Celebrate & Smile can refer local businesses to IV Creative for content creation services, as many clients looking to enhance their employee relations could also benefit from improved marketing and branding.

Value Proposition:

If Celebrate & Smile refers just 5 clients to IV Creative, it could mean an additional \$10,000 in revenue for IV Creative, while Celebrate & Smile can earn referral fees or increased loyalty from their clients.

Collaboration Example:

During a community event, Celebrate & Smile promotes IV Creative's services by distributing flyers and mentioning them during workshops. One of their clients, a local fitness studio, approaches IV Creative for a new website and social media strategy, generating a \$3,000 project for IV Creative.

Synergy Potential:

Celebrate & Smile's established relationships with local businesses position them as a trusted connector, allowing IV Creative to tap into a new segment of clients that prioritize community engagement and marketing.

Action Items:

1. Establish a referral agreement that outlines commission structures for each referral.
2. Create co-branded marketing materials that Celebrate & Smile can distribute to their client base.
3. Host a joint networking event where both businesses can connect with potential clients and showcase their services.

Value: MEDIUM

MUTUAL BENEFIT