

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !” WhitBits C

2 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

WhitBits Cookies

Contact: Whitney Branch

Industry: Professional Services

Homemade cookies

PARTNER 1/2

75% conf

Communicate Design & Marketing !” WhitBits Cookies

Reasoning:

Communicate Design & Marketing specializes in branding and marketing strategies that could significantly enhance WhitBits Cookies' visibility in the corporate sector. By creating a tailored marketing strategy that emphasizes the quality and uniqueness of WhitBits' homemade cookies, Communicate can attract more clients for WhitBits while enhancing its own portfolio.

Value Proposition:

By implementing a new marketing campaign for WhitBits, Communicate could help increase cookie sales by 30% in corporate events, translating to an additional \$15,000 in revenue for WhitBits within the first three months.

Collaboration Example:

Communicate creates a visually appealing corporate brochure and social media campaign for WhitBits, focusing on marketing their cookies as perfect gifts for office staff and events. They run a targeted ad campaign for 6 weeks before the holiday season, which leads to a 50% increase in inquiries and culminates in a joint event where WhitBits provides cookies for a launch party hosted by Communicate, showcasing both businesses to potential clients.

Synergy Potential:

The combination of Communicate's design expertise and WhitBits' unique homemade cookie offerings creates a compelling corporate gift solution that appeals to office managers looking for personalized gifts, setting them apart from typical corporate gift options.

Action Items:

1. Schedule a meeting between Kate and Whitney to discuss branding needs and potential marketing strategies.
2. Develop a joint marketing campaign targeting corporate clients with a focus on holiday gifting.
3. Create a timeline for the launch of the marketing materials, ensuring execution before peak holiday sales.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

65% conf

WhitBits Cookies !' Communicate Design & Marketing

Reasoning:

WhitBits Cookies serves corporate professionals and event planners, who often need marketing and branding services for their events. By referring these clients to Communicate, WhitBits can enhance its customer value proposition and foster loyalty among clients who require additional services.

Value Proposition:

Each referral made by WhitBits could potentially lead to a 10% commission on marketing project fees, providing WhitBits with a new revenue stream while ensuring clients receive high-quality services.

Collaboration Example:

When an office manager orders a large batch of cookies for a corporate event, Whitney informs them about Communicate's branding services to create customized packaging for the cookies. This referral leads to a \$3,000 branding project for Communicate, and WhitBits receives a \$300 referral fee, enhancing both businesses' earnings.

Synergy Potential:

WhitBits' existing relationships with corporate clients provide a valuable channel for Communicate to reach new customers, making their partnership uniquely effective in tapping into the corporate gifting market.

Action Items:

1. Develop a referral agreement that outlines commission structures and mutual responsibilities.
2. Create a co-branded flyer that WhitBits can share with their corporate clients, promoting both cookie services and Communicate's marketing expertise.
3. Train WhitBits' team on how to identify potential leads for Communicate's services during client interactions.

Value: MEDIUM

MUTUAL BENEFIT