

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !” JAX AI Agency

2 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

JAX AI Agency

Contact: Vladimir Bichev

Industry: Technology

Software Technology and AI Consulting

COLLABORATION 1/2

80% conf

JAX AI Agency !” Communicate Design & Marketing

Reasoning:

JAX AI Agency specializes in AI solutions that could enhance the marketing strategies Communicate Design offers to their clients. By integrating AI-driven insights into branding and marketing campaigns, both businesses can create more effective solutions for small businesses in Jacksonville.

Value Proposition:

This collaboration could generate an additional \$10,000 in project fees for both companies over the next quarter, as they can attract more clients with enhanced service offerings.

Collaboration Example:

JAX AI Agency could develop a predictive analytics tool for Communicate Design's clients that analyzes customer behavior. For example, for a local fitness studio, they can create a dashboard that predicts peak class times, allowing Communicate to tailor marketing campaigns effectively. They could charge the fitness studio a combined fee of \$7,500, splitting the revenue after handling the technical and marketing components.

Synergy Potential:

The unique synergy lies in JAX AI's advanced tech capabilities and Communicate's strong local presence and marketing expertise, allowing them to provide a differentiated service that integrates AI into marketing strategies seamlessly.

Action Items:

1. Schedule a joint brainstorming session to identify specific local businesses that could benefit from AI-enhanced marketing.
2. Develop a joint marketing campaign highlighting the new AI tool to target small businesses in Jacksonville.
3. Create a pilot project with a local client to showcase the results and gather testimonials.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Communicate Design & Marketing | JAX AI Agency

Reasoning:

Communicate Design serves a similar target market as JAX AI Agency, focusing on small businesses looking to modernize. This makes them ideal for referring clients interested in AI solutions.

Value Proposition:

By referring clients in need of AI solutions, Communicate can earn referral fees potentially amounting to \$2,000 per month, enhancing their revenue.

Collaboration Example:

When Communicate signs a new client, such as a local restaurant looking to improve its online ordering system, they can refer them to JAX AI Agency for AI-driven automation solutions. If the restaurant engages JAX AI for a \$5,000 project, Communicate could receive a \$1,000 referral fee for facilitating the connection.

Synergy Potential:

This relationship leverages Communicate's established client relationships to provide JAX AI with leads, while Communicate enhances their service offerings with AI solutions, making both businesses more competitive.

Action Items:

1. Establish a referral agreement that outlines commission structures for client referrals.
2. Create a joint marketing document that describes the benefits of AI solutions for Communicate's clients.
3. Host a workshop or webinar together to educate potential clients on the benefits of integrating AI into their operations.

Value: MEDIUM

MUTUAL BENEFIT