

# BUSINESS RELATIONSHIP ANALYSIS

IV Creative!" Organize Design Create

2 Relationships Identified

## BUSINESS PROFILES

### IV Creative

Contact: Iliana

Industry: Marketing & Design

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

### Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

REFERRAL 1/2

80% conf

IV Creative!" Organize Design Create

#### Reasoning:

Both IV Creative and Organize Design Create target local businesses and entrepreneurs in Jacksonville. They could easily refer clients to each other since they serve overlapping markets but offer different specific services.

#### Value Proposition:

Increased client base and revenue through mutual referrals, potentially adding 10-15% to each business's monthly income.

#### Collaboration Example:

IV Creative can refer clients who require structured marketing strategies to Organize Design Create, while Organize Design Create can send clients needing high-quality content creation back to IV Creative. For instance, a local startup needs branding and website content; IV Creative handles the content, and Organize Design Create manages the overall marketing strategy, leading to a seamless client experience.

#### Synergy Potential:

Both businesses share a commitment to supporting local entrepreneurs, making their referral system feel authentic and personal, enhancing trust among clients.

#### Action Items:

1. Schedule a meeting to discuss mutual referral processes and establish clear guidelines.

2. Create a referral agreement that outlines commission structures for each successful referral.
3. Develop promotional materials highlighting each other's services for client meetings.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 2/2

75% conf

IV Creative | Organize Design Create

### Reasoning:

Both businesses can benefit from working together on projects that require a combination of marketing and content creation, allowing them to offer a comprehensive service package.

### Value Proposition:

By collaborating, they can attract larger clients and projects, potentially increasing project values by 20-30% and sharing resources for cost efficiency.

### Collaboration Example:

IV Creative and Organize Design Create can collaborate on a marketing campaign for a new local restaurant opening. IV Creative would create all the content, including photography and social media posts, while Organize Design Create handles the overall marketing strategy and outreach. Together, they could secure a \$10,000 project fee, with clear roles and shared marketing collateral.

### Synergy Potential:

Their combined expertise in both content creation and strategic marketing allows them to tackle more complex projects, positioning them as a one-stop-shop for local businesses.

### Action Items:

1. Identify a local business owner interested in a marketing campaign and propose a joint pitch.
2. Outline a detailed project plan that specifies each company's contributions and timelines.
3. Create a joint case study to showcase the successful collaboration for future marketing efforts.

Value: HIGH

MUTUAL BENEFIT