

# BUSINESS RELATIONSHIP ANALYSIS

## IV Creative !” Soulfitness Studio Health and wellness center

2 Relationships Identified

### BUSINESS PROFILES

#### IV Creative

Contact: Iliana

Industry: Marketing & Design

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

#### Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

### VENDOR 1/2

85% conf

## IV Creative !” Soulfitness Studio Health and wellness center

#### Reasoning:

IV Creative can provide targeted marketing and content creation services to Soulfitness Studio, which is currently in need of marketing support. This relationship could help Soulfitness enhance their brand visibility and attract more clients in the health and wellness space.

#### Value Proposition:

By engaging IV Creative, Soulfitness could see a 20% increase in new memberships, translating into an additional \$10,000 in revenue over the next quarter.

#### Collaboration Example:

IV Creative could design a social media campaign for Soulfitness that showcases client transformations and testimonials. For instance, they could create a series of engaging video content featuring before-and-after stories of clients who have successfully lost weight, alongside expert tips from Soulfitness trainers. This campaign could run for a month, with a budget of \$2,000, and is expected to generate 50 new memberships.

#### Synergy Potential:

The unique synergy lies in IV Creative's local focus on small businesses, making them well-positioned to understand the specific needs and culture of Soulfitness Studio, leading to tailored marketing solutions that resonate with the local community.

**Action Items:**

1. Schedule a meeting between Iliana and Janice to discuss specific marketing needs of Soulfitness.
2. Develop a proposal for a targeted social media campaign that highlights success stories from Soulfitness clients.
3. Set a timeline for content creation and campaign launch, aiming for a roll-out within the next two weeks.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Soulfitness Studio Health and wellness center !' IV Creative

**Reasoning:**

Soulfitness Studio serves individuals focused on health and wellness, a demographic that often requires marketing services for their own businesses. By referring clients to IV Creative, they can create an ecosystem where both businesses thrive.

**Value Proposition:**

If Soulfitness refers even 5 clients a month to IV Creative, this could generate an additional \$5,000 in revenue for IV Creative, enhancing their growth potential.

**Collaboration Example:**

Soulfitness could host a monthly workshop where local health-oriented entrepreneurs gather to learn about marketing strategies. As part of this event, Soulfitness would introduce IV Creative as a marketing partner, providing IV Creative a platform to pitch their services to potential clients, while also nurturing community relationships.

**Synergy Potential:**

The relationship is strengthened by the mutual goal of supporting local businesses; Soulfitness can offer their health-centric clientele access to marketing expertise that they may not have considered otherwise.

**Action Items:**

1. Create a referral program where Soulfitness earns a commission for every client they send to IV Creative.
2. Draft promotional materials highlighting IV Creative's services to distribute during Soulfitness workshops.
3. Plan the first workshop date and outline the agenda to include a segment on effective marketing for health-related businesses.

Value: MEDIUM

MUTUAL BENEFIT