

IV Creative

• Marketing & Design

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

Contact Information

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TARGET MARKET

Local Business Owners in Jax, FL

Partnership Opportunities (25)

1

Jazzi's Creations
Events & Gifts

85%

<-> Bidirectional

<- **WHAT THEY PROVIDE (Collaboration)**

Jazzi's Creations and IV Creative can collaborate on creating unique marketing materials for local businesses. By utilizing Jazzi's craft skills and IV's design expertise, they can create personalized promotional items that stand out in the local market.

VALUE: This partnership could generate additional revenue through joint offerings of customized marketing products, potentially increasing sales by 20% for both businesses.

-> **WHAT YOU PROVIDE (Referral)**

IV Creative serves local businesses that could benefit from the personalized gift offerings of Jazzi's Creations without competing directly. Referring clients to Jazzi can add value to IV's service portfolio.

VALUE: By referring clients to Jazzi, IV Creative can enhance its service offerings and potentially earn a referral fee, while Jazzi gains new customers for its personalized gifts and crafting workshops.

[!] PARTNERSHIP SCENARIO

Jazzi's Creations can design and produce a series of customized, DIY craft kits for IV Creative's clients as promotional gifts for their marketing campaigns. For example, if IV Creative is launching a new local café brand, they can collaborate with Jazzi to create DIY kits that include branding materials, which can be gifted to local influencers. They split the revenue from kit sales, enhancing both their portfolios and increasing local visibility.

[*] UNIQUE SYNERGY

The unique synergy lies in merging Jazzi's hands-on crafting expertise with IV's digital marketing skill set, creating a more engaging customer experience that traditional marketing lacks. This allows both businesses to tap into a niche market of personalized, creative promotional solutions.

NEXT STEPS:

- 1 Schedule a brainstorming session to outline potential joint products and services.
- 2 Develop a marketing plan to promote the new DIY craft kits to local businesses.
- 3 Set up a trial collaboration with a selected local business to test the DIY kit concept.

2 Celebrate & Smile International Steppers

Arts & Creative

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

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: 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.

-> WHAT YOU PROVIDE (Collaboration)

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: 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%.

[!] PARTNERSHIP SCENARIO

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.

[*] UNIQUE SYNERGY

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.

NEXT STEPS:

- 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.

3 Communicate Design & Marketing

Marketing & Design

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Communicate Design & Marketing targets service businesses and non-profits that may require IV Creative's specialized content creation services, making them a good referral partner.

VALUE: By referring clients needing content creation to IV Creative, Communicate can enhance its service portfolio and potentially earn a referral fee, increasing revenue by 15% on referred projects.

-> WHAT YOU PROVIDE (Collaboration)

Both businesses operate within the marketing and design industry and target overlapping customer segments. They can leverage each other's strengths to create comprehensive service packages for their clients, thereby enhancing their offerings.

VALUE: By collaborating, both businesses can access a broader client base and increase their revenue by offering joint services, potentially leading to a 30% increase in project volume.

[!] PARTNERSHIP SCENARIO

IV Creative could design a series of promotional materials for a new website launch that Communicate is developing for a local non-profit. They could host an event where they present the new site, and IV Creative would provide marketing collateral, while Communicate showcases the website. This would attract potential clients from both their networks and generate leads for future projects.

[*] UNIQUE SYNERGY

This partnership is unique because IV Creative focuses on local businesses needing content creation, while Communicate has a broader design and branding capability. Together, they can create tailored marketing solutions that address specific local needs, which neither could achieve alone.

NEXT STEPS:

- 1 Schedule a meeting to discuss potential joint service offerings and identify shared target clients.
- 2 Develop a co-branded marketing campaign for an upcoming local event to showcase their collaboration.
- 3 Create a bundled service package that includes both content creation and website design for local businesses.

4 MyahnArt LLC Marketing & Design

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

MyahnArt LLC can utilize IV Creative's content creation services to enhance their marketing efforts. This relationship allows MyahnArt to focus on their artistic services while IV Creative handles their promotional content.

VALUE: By outsourcing content creation, MyahnArt can save time and increase marketing effectiveness, potentially boosting their client acquisition by 15%.

-> WHAT YOU PROVIDE (Collaboration)

IV Creative specializes in content creation, while MyahnArt LLC offers unique artistic services that can enhance visual marketing materials. Together, they can create a powerful package that combines marketing content with stunning visuals, appealing to local businesses in Jacksonville.

VALUE: By collaborating, they can attract a broader client base, potentially increasing revenue by 20% through bundled service offerings.

[!] PARTNERSHIP SCENARIO

IV Creative can provide digital marketing content for a local restaurant, while MyahnArt LLC paints a mural inside the restaurant to create a unique ambiance. They could host an opening event showcasing both the mural and the marketing campaign, drawing in a crowd of potential customers and generating immediate sales for the restaurant. Both businesses can charge a fee for their services and gain visibility through the event.

[*] UNIQUE SYNERGY

This partnership uniquely combines marketing expertise with artistic creativity, making it a holistic solution for local businesses seeking to enhance their brand presence.

NEXT STEPS:

- 1 Set up a joint meeting to brainstorm specific projects that leverage both skill sets.
- 2 Identify a local business that would benefit from a combined offering and pitch a proposal.
- 3 Create a marketing plan for the opening event to maximize attendance and engagement.

5 Soulfitness Studio Health and wellness center

Health & Wellness

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

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: 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.

-> WHAT YOU PROVIDE (Vendor)

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: 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.

[!] PARTNERSHIP SCENARIO

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.

[*] UNIQUE SYNERGY

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.

NEXT STEPS:

- 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.

6 JAX AI Agency

Technology

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

JAX AI Agency's AI technology can enhance the content creation services provided by IV Creative. By integrating AI tools for content generation, IV Creative can streamline its offerings and improve efficiency, while JAX AI gains exposure through IV's client base.

VALUE: By collaborating, IV Creative can increase its service offerings and attract more clients, potentially boosting revenue by 20%. JAX AI gains marketing visibility and access to local businesses that are interested in adopting AI technology.

-> WHAT YOU PROVIDE (Referral)

IV Creative serves local business owners who may be looking to modernize their operations, making them a valuable source of referrals for JAX AI Agency's AI consulting services. Both businesses can benefit from shared customer insights without direct competition.

VALUE: IV Creative can earn referral fees for recommending JAX AI's services, while JAX AI gains access to a pool of potential clients who are already engaged with IV Creative.

[!] PARTNERSHIP SCENARIO

JAX AI Agency and IV Creative could launch a campaign where IV Creative's clients receive a free AI-powered content optimization analysis. For example, a local restaurant's social media content could be enhanced using AI insights, allowing IV to create better-targeted ads. If this campaign generates an additional \$10,000 in client contracts for IV, JAX AI could receive a

\$2,000 fee for the AI analysis service.

[*] UNIQUE SYNERGY

The unique synergy comes from combining cutting-edge AI technology with creative content strategies, making their joint offerings stand out in a competitive market. This partnership directly addresses the growing demand for innovative solutions among local businesses.

NEXT STEPS:

- 1 Organize a joint workshop demonstrating AI-enhanced content strategies for local businesses.
- 2 Create a promotional package that includes an AI content analysis for IV Creative's clients.
- 3 Set up a monthly check-in to brainstorm and develop new collaborative offerings based on client feedback.

7 JPO Logistics LLC

Logistics

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

JPO Logistics serves shippers and owner operators, while IV Creative targets local businesses that may require logistics support. They can refer clients to each other when logistics or marketing needs arise.

VALUE: Increased client base for both businesses through mutual referrals, potentially generating an additional \$10,000 in combined revenue over the next quarter.

-> WHAT YOU PROVIDE (Collaboration)

IV Creative can help JPO Logistics enhance its online presence through targeted content creation and marketing strategies, which could attract more clients in the logistics sector.

VALUE: By implementing a new marketing campaign with IV Creative, JPO Logistics could see a 20% increase in client inquiries, translating to an estimated \$15,000 in new business.

[!] PARTNERSHIP SCENARIO

If a local business owner contacts IV Creative for marketing services but also needs help with shipping their products, IV can refer them to JPO Logistics. Conversely, if JPO Logistics has a client looking to improve their online presence, they can send them to IV Creative. Each referral could lead to an immediate project worth \$2,000.

[*] UNIQUE SYNERGY

Both businesses operate in complementary fields and can leverage their local networks to enhance their service offerings, creating a win-win situation for clients seeking comprehensive support.

NEXT STEPS:

- 1 Arrange a meeting between Paulette and Iliana to discuss referral processes and potential joint marketing strategies.
- 2 Create a referral agreement outlining commission structures for referred clients.
- 3 Develop co-branded marketing materials that highlight the benefits of using both services.

8 flow

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Flow specializes in coaching, which can benefit local business owners looking to improve their leadership and team dynamics. IV Creative targets local business owners in Jacksonville, making them a suitable referral partner for Flow's coaching services.

VALUE: Flow can tap into IV Creative's local client base, potentially generating new coaching clients, while IV Creative can offer additional value to their clients by referring them to Flow.

-> WHAT YOU PROVIDE (Vendor)

IV Creative can provide marketing services to Flow, helping to enhance their visibility and attract more clients. As Flow

currently has a need for marketing, this relationship makes sense directionally.

VALUE: IV Creative can help Flow increase its reach through targeted marketing campaigns, potentially increasing Flow's client base by up to 30%, translating into significant revenue growth.

[!] PARTNERSHIP SCENARIO

IV Creative could include a quarterly coaching workshop by Flow as part of their service offerings to local businesses. For example, they could market a 'Business Growth Workshop' where Flow provides strategic coaching tips and tools to help local business owners enhance their operations, leading to an additional \$2,000 in revenue from 20 participating businesses.

[*] UNIQUE SYNERGY

The unique synergy lies in Flow's coaching expertise paired with IV Creative's marketing skills, providing a holistic improvement approach for local businesses that improves both leadership and brand presence.

NEXT STEPS:

- 1 Arrange an introductory meeting between Miguel and Iliana to discuss potential referral strategies.
- 2 Develop a co-branded marketing flyer highlighting the benefits of coaching for business owners.
- 3 Set up a feedback loop to share insights on referred clients to continuously improve the referral process.

9 Genuines Coaching & Consulting

Technology

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Genuines Coaching works with corporate executives and senior managers who may require content creation services for internal communications or marketing. Referring clients to IV Creative can enhance Genuines' service portfolio.

VALUE: Through referrals, Genuines could enhance its value proposition by offering clients access to high-quality content creation, which can lead to an increase in client satisfaction and potentially a 15% increase in project sizes.

-> WHAT YOU PROVIDE (Referral)

Both IV Creative and Genuines Coaching & Consulting serve business owners in Jacksonville, albeit in different capacities. IV Creative focuses on content creation while Genuines offers coaching and consulting services, making them complementary rather than competitive.

VALUE: By referring clients to each other, both businesses can enhance their service offerings and retain clients longer, potentially increasing their revenue by 20% through cross-referrals.

[!] PARTNERSHIP SCENARIO

IV Creative could refer its clients who need business strategy and leadership development to Genuines Coaching. For example, if a local café owner is looking to expand their business, IV Creative can introduce them to Genuines for strategic coaching. If this leads to a \$2,000 coaching contract, IV Creative could negotiate a 10% referral fee, earning \$200.

[*] UNIQUE SYNERGY

The unique synergy comes from their shared target market of business owners, allowing them to create a robust referral pipeline that enhances customer satisfaction and retention.

NEXT STEPS:

- 1 Set up a meeting between Iliana and Reden to discuss referral structures.
- 2 Create a joint marketing collateral highlighting both services for cross-promotion.
- 3 Establish a referral tracking system to monitor leads and conversions.

-> WHAT YOU PROVIDE (Collaboration)

Both businesses can benefit from collaborating on events targeting local healthcare providers. IV Creative's content creation skills can enhance Bluebird Health Partners' outreach efforts.

VALUE: This collaboration can generate additional revenue through event sponsorships and fees, while also increasing brand visibility for both companies.

[!] PARTNERSHIP SCENARIO

IV Creative organizes a workshop titled 'Marketing Strategies for Healthcare Startups' at Bluebird Health Partners' office, where Cary speaks on strategic execution. Both charge an entry fee of \$100 per participant, attracting 30 local business owners and generating \$3,000, which is split equally.

[*] UNIQUE SYNERGY

The combination of creative marketing approaches and healthcare expertise creates a unique learning environment that is highly relevant to the local market, setting them apart from generic marketing workshops.

NEXT STEPS:

- 1 Draft a workshop agenda and outline topics to be covered.
- 2 Create a marketing plan for promoting the workshop through social media and local business networks.
- 3 Finalize logistics for the event space and refreshments.

<- WHAT THEY PROVIDE (Referral)

Tosh's Urban Garden targets health-conscious individuals who are likely small business owners in the wellness space and may require marketing services. Referring these clients to IV Creative can create a referral network beneficial for both parties.

VALUE: Tosh's Urban Garden can earn referral fees or discounts with each client they send to IV Creative, potentially generating an additional revenue stream of \$500 per month.

-> WHAT YOU PROVIDE (Vendor)

IV Creative specializes in content creation, which can help Tosh's Urban Garden enhance its marketing efforts. Given Tosh's need for marketing support, they can benefit from IV Creative's services to better promote their natural products.

VALUE: By utilizing IV Creative's content creation services, Tosh's Urban Garden can increase its online presence, potentially boosting sales by 20% through improved marketing.

[!] PARTNERSHIP SCENARIO

IV Creative could create a series of engaging social media posts and video content showcasing Tosh's Urban Garden's products, such as a 'How to Brew Your Own Herbal Tea' series. This campaign could attract new customers, increase engagement, and lead to a projected revenue increase of \$1,500 in the first month alone.

[*] UNIQUE SYNERGY

Both businesses focus on local engagement and sustainability, making their partnership particularly appealing to Jacksonville's eco-conscious community. This alignment in values strengthens their messaging and outreach.

NEXT STEPS:

- 1 Schedule a meeting between Iliana and Latachia to discuss specific marketing needs.
- 2 Develop a content calendar for social media posts focused on Tosh's Urban Garden products.
- 3 Launch the first campaign by creating a promotional video for an upcoming product launch.

<- WHAT THEY PROVIDE (Referral)

The Collective Om serves small business owners who could benefit from IV Creative's content creation services. Referring their clients to IV Creative can enhance their service offerings without competing.

VALUE: By referring clients to IV Creative, The Collective Om can enhance its service portfolio and potentially earn a commission or referral fee, estimated at \$2,000 annually based on expected client conversions.

-> WHAT YOU PROVIDE (Vendor)

IV Creative can provide marketing content that The Collective Om needs to effectively reach their target market. Since The Collective Om is currently seeking marketing help, this relationship is beneficial as IV Creative can fulfill that gap.

VALUE: IV Creative could generate an additional \$10,000 in revenue by securing a retainer contract for ongoing marketing services for The Collective Om.

[!] PARTNERSHIP SCENARIO

IV Creative could design a comprehensive marketing campaign for The Collective Om's new wellness program aimed at small businesses. This would include creating promotional graphics, social media posts, and a landing page. In exchange, The Collective Om could offer wellness workshops for IV Creative's team, improving overall employee wellness and productivity.

[*] UNIQUE SYNERGY

Both businesses are focused on local community engagement and personal growth, making their collaboration resonate deeply with the same audience. Their combined expertise creates a holistic approach to both marketing and wellness that is particularly appealing.

NEXT STEPS:

- 1 Schedule a meeting to discuss The Collective Om's specific marketing needs.
- 2 Draft a proposal outlining potential marketing strategies tailored for The Collective Om's services.
- 3 Create a sample marketing campaign to present during the follow-up meeting.

<- WHAT THEY PROVIDE (Referral)

Be Present Detalles serves a clientele of busy professionals and couples, which overlaps with local businesses needing marketing services. They can refer these clients to IV Creative to enhance their branding and marketing.

VALUE: Each referral from Be Present could lead to an average of \$1,000 in revenue for IV Creative, enhancing their client base and market reach.

-> WHAT YOU PROVIDE (Vendor)

IV Creative specializes in content creation which is a vital component for marketing events and experiences curated by Be Present Detalles. By providing tailored marketing materials, IV Creative can enhance Be Present's brand visibility.

VALUE: IV Creative could generate an estimated \$2,000 in revenue by providing marketing materials such as social media graphics, event promotional videos, and brochures for three upcoming events organized by Be Present.

[!] PARTNERSHIP SCENARIO

For an upcoming romantic dinner event, Be Present Detalles can commission IV Creative to design a series of social media posts and a video highlighting the event's unique features. This can lead to increased attendance and engagement, creating a buzz that generates an additional \$1,500 in ticket sales.

[*] UNIQUE SYNERGY

The unique aspect of this partnership lies in the ability of IV Creative to craft compelling narratives that can elevate Be Present's events, transforming them from mere gatherings into memorable experiences that resonate with their audience.

NEXT STEPS:

- 1 Schedule a meeting between Iliana and De'Ana to discuss upcoming events and marketing needs.
- 2 Create a sample portfolio of previous marketing materials IV Creative has produced for similar events.
- 3 Develop a pricing structure for bundled marketing services specifically tailored for Be Present's event offerings.

14 Free Agents Inc

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

Free Agents Inc provides professional services that could help IV Creative streamline their operations and solve business challenges, such as HR or financial advice.

VALUE: By engaging Free Agents Inc, IV Creative could solve operational inefficiencies, potentially saving 10% on operational costs annually.

-> WHAT YOU PROVIDE (Referral)

Both businesses target local clients but serve different needs, making them ideal referral partners. IV Creative can refer their clients to Free Agents for business solutions and vice versa.

VALUE: By referring clients to each other, both businesses can expand their customer base and increase their service offerings, potentially leading to a 20% increase in client conversion rates.

[!] PARTNERSHIP SCENARIO

When IV Creative creates content for a local restaurant, they discover the owner needs help with business strategy. They refer the owner to Free Agents Inc, who then provides consulting services that lead to a revamped business model, increasing the restaurant's sales by 30% in six months. IV Creative earns a referral fee as a result.

[*] UNIQUE SYNERGY

The ability to cross-refer clients allows both businesses to enhance their services while strengthening their ties in the local market, creating a supportive network for local entrepreneurs.

NEXT STEPS:

- 1 Develop a referral agreement that outlines the terms and potential fees.
- 2 Create a list of potential referral opportunities in each business's client base.
- 3 Plan a joint marketing campaign to announce the referral partnership.

15 Aspirations Behavioral Health Inc.

Health & Wellness

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Aspirations Behavioral Health is looking for partnerships and can refer clients needing marketing assistance, especially if they want to promote their services or events. Individuals seeking mental health support often start small businesses and could benefit from IV Creative's marketing services.

VALUE: Aspirations can earn a referral fee for each client they send to IV Creative, while IV Creative can gain new clients interested in enhancing their marketing efforts.

-> WHAT YOU PROVIDE (Referral)

IV Creative focuses on content creation for local businesses, while Aspirations Behavioral Health targets individuals seeking mental health services. They can refer clients to each other without competing, as local businesses may require mental health resources for their employees, and individuals seeking mental health support could benefit from local business services.

VALUE: IV Creative can generate additional revenue through referral fees, while Aspirations can expand its client base in the local business community.

[!] PARTNERSHIP SCENARIO

IV Creative could create a marketing campaign aimed at local businesses promoting the importance of mental health resources, while including Aspirations Behavioral Health's services as a recommended partner. For every successful referral made by IV Creative that results in a new client for Aspirations, IV Creative would earn a \$100 referral fee.

[*] UNIQUE SYNERGY

The unique aspect of this pairing lies in their shared focus on local engagement. IV Creative's connections with local businesses provide Aspirations a direct route to a target market that values employee wellness, enhancing both companies' community presence.

NEXT STEPS:

- 1 Set up an introductory meeting between Iliana and Kristian to discuss referral terms.
- 2 Develop a co-branded flyer detailing the referral program for distribution at local business events.
- 3 Create an online referral tracking system to manage and incentivize referrals between both businesses.

16 The P-Way Solutions LLC

Real Estate

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

The P-Way Solutions serves a diverse clientele, including small businesses that may require marketing and design services. They could refer these clients to IV Creative, thereby enhancing their service offerings without competing directly.

VALUE: For every client referred to IV Creative, The P-Way could receive a referral fee, creating a new revenue stream while helping their clients find quality marketing services.

-> WHAT YOU PROVIDE (Vendor)

IV Creative can offer content creation services to enhance The P-Way Solutions' marketing efforts. As The P-Way Solutions is looking for marketing support, they would benefit from IV Creative's expertise in crafting compelling content that aligns with their commercial janitorial services.

VALUE: By engaging IV Creative, The P-Way Solutions could increase their brand visibility and attract more clients, potentially boosting revenues by 20% through enhanced marketing efforts.

[!] PARTNERSHIP SCENARIO

IV Creative could develop a series of professional promotional videos showcasing The P-Way Solutions' janitorial services in action at local businesses. This could include before-and-after footage of cleaned spaces, client testimonials, and engaging graphics. The videos would be shared on social media and the company's website, driving inquiries and establishing The P-Way as a top choice for commercial cleaning.

[*] UNIQUE SYNERGY

This partnership is unique because IV Creative specializes in content tailored for local businesses, and The P-Way Solutions can provide real-world success stories that resonate with the local Jacksonville market, creating powerful marketing collateral.

NEXT STEPS:

- 1 Arrange a meeting to discuss The P-Way's specific marketing needs and how IV Creative can address them.
- 2 Develop a content calendar outlining the types of content to be produced over the next three months.
- 3 Set measurable goals for engagement and leads generated from the marketing materials created.

<- WHAT THEY PROVIDE (Referral)

Genuines Coaching & Consulting works with C-suite and executive leaders who can benefit from marketing services to enhance their company image. They can refer clients to IV Creative for tailored marketing strategies, creating a pathway for additional revenue.

VALUE: By referring clients to IV Creative, Genuines can enhance their service offering, potentially increasing client satisfaction and retention while earning commission on referrals.

-> WHAT YOU PROVIDE (Referral)

IV Creative specializes in content creation for local businesses, while Genuines Coaching & Consulting targets C-suite executives and small business owners. This overlap allows for mutual referrals, where IV Creative can refer clients needing executive coaching or consulting, and Genuines can refer clients in need of marketing and design services.

VALUE: By exchanging referrals, both businesses can tap into each other's client bases, potentially increasing their customer reach by 20-30%.

[!] PARTNERSHIP SCENARIO

Ilana from IV Creative can identify local small businesses that may benefit from Genuines' coaching services and refer them directly. In return, Reden can recommend IV Creative to his clients who need help with their marketing efforts. For instance, if a small business owner attends a workshop led by Genuines and expresses struggles with their marketing, Reden can give them IV Creative's contact details directly, facilitating immediate business for both parties.

[*] UNIQUE SYNERGY

The unique synergy lies in their complementary services; one focuses on content creation while the other enhances leadership and business strategy. This dual approach can significantly elevate the value offered to mutual clients, making them more competitive.

NEXT STEPS:

- 1 Schedule a meeting next week to discuss mutual referral opportunities and define specific target client profiles.
- 2 Create a joint referral program with incentives for both businesses to encourage cross-promotion.
- 3 Develop a shared resource document outlining each business's services to facilitate easier referrals.

-> WHAT YOU PROVIDE (Referral)

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

[!] PARTNERSHIP SCENARIO

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.

[*] UNIQUE SYNERGY

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

NEXT STEPS:

- 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.

19 Simple Creations By T

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

Simple Creations By T can provide custom gifts and apparel that IV Creative could use for promotional events and client gifts, enhancing their relationship with local businesses.

VALUE: By sourcing custom gifts from Simple Creations, IV Creative can offer unique branded merchandise to their clients, potentially increasing client retention and satisfaction, which could lead to an additional \$2,000 in client revenue through upselling.

-> WHAT YOU PROVIDE (Referral)

Both businesses target local Jacksonville clientele, though they serve different needs. IV Creative can refer clients needing custom gifts to Simple Creations, creating a mutually beneficial referral system.

VALUE: By establishing a referral system, both businesses can tap into each other's customer bases, potentially increasing client acquisition by 15% for each.

[!] PARTNERSHIP SCENARIO

IV Creative could highlight Simple Creations in their monthly newsletter as a recommended vendor for clients seeking personalized gifts for events. If just five clients make purchases through this referral, each spending an average of \$100, Simple Creations would see an additional \$500 in revenue.

[*] UNIQUE SYNERGY

This partnership utilizes the existing networks of both businesses, allowing for cross-promotion that benefits both without competing for the same clients.

NEXT STEPS:

- 1 Develop a referral agreement that outlines benefits for both parties.
- 2 Create joint marketing materials that include each other's services.
- 3 Set up a tracking system to monitor the effectiveness of referrals.

20 Enriquez Aesthetics

Professional Services

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Enriquez Aesthetics serves individuals looking for quality skincare and may come across local business owners who require marketing services. This creates a potential for cross-referrals where each business can recommend the other to satisfied clients.

VALUE: By referring clients to IV Creative, Enriquez Aesthetics can enhance their service offerings and potentially earn referral fees, while IV Creative can gain new clients from a trusted source, increasing their local business clientele.

-> WHAT YOU PROVIDE (Vendor)

IV Creative specializes in content creation, which could significantly enhance the marketing efforts of Enriquez Aesthetics. By providing high-quality visual and written content, IV Creative can help Enriquez Aesthetics better communicate their brand's luxury appeal and attract more clients.

VALUE: By engaging IV Creative for content services, Enriquez Aesthetics can potentially increase their customer inquiries by 20%, translating to an estimated additional \$10,000 in revenue from new client bookings.

[!] PARTNERSHIP SCENARIO

IV Creative can design a series of promotional materials for Enriquez Aesthetics, including social media posts, blog articles on skincare benefits, and eye-catching brochures for in-store distribution. This could culminate in a launch campaign for a new facial treatment, aiming for a 15% increase in bookings over the following month.

[*] UNIQUE SYNERGY

The luxury positioning of Enriquez Aesthetics combined with IV Creative's focus on local businesses creates a unique opportunity to elevate the brand's image through tailored, high-quality content that resonates with their target market.

NEXT STEPS:

- 1 Schedule an initial meeting between Iliana and Bianca to discuss specific content needs.
- 2 Develop a content strategy proposal focusing on upcoming promotions at Enriquez Aesthetics.
- 3 Create a timeline for deliverables and a budget for the content services.

21 We buy any house

Professional Services

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

We Buy Any House could utilize IV Creative's content creation services to enhance their marketing efforts, showcasing properties and success stories effectively to attract sellers.

VALUE: By hiring IV Creative, We Buy Any House can improve their brand presence and marketing materials, potentially leading to a 20% increase in lead generation from distressed property owners.

-> WHAT YOU PROVIDE (Referral)

IV Creative targets local business owners, which could include homeowners looking to sell their properties. They can refer clients who need to sell distressed properties to We Buy Any House, benefiting both businesses by expanding their customer bases.

VALUE: By referring clients, IV Creative can earn commission fees on successful sales, while We Buy Any House gains access to motivated sellers, potentially increasing their property acquisitions.

[!] PARTNERSHIP SCENARIO

IV Creative could create a targeted marketing campaign to local businesses, highlighting the benefits of selling to We Buy Any House. For example, they could design flyers and social media ads that showcase success stories of homeowners relieved by quick sales. If just three referrals lead to sales, IV Creative could earn \$1,500 in commissions while enhancing their portfolio.

[*] UNIQUE SYNERGY

The unique synergy lies in IV Creative's ability to create compelling narratives around selling homes, which can drive more traffic to We Buy Any House, giving them a competitive edge in the local market.

NEXT STEPS:

- 1 Schedule a meeting between Iliana and Chris to discuss referral terms and commission structures.
- 2 Develop a joint marketing plan that outlines specific messaging and promotional materials.
- 3 Launch a pilot referral campaign targeting local business owners within the next two weeks.

22 Jamz Trainings

Health & Wellness

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

Jamz Trainings could benefit from IV Creative's content creation services to enhance their marketing efforts, particularly in reaching their target market more effectively.

VALUE: By utilizing IV Creative's services, Jamz Trainings could see a 30% increase in engagement on their marketing materials, leading to higher conversion rates and an estimated additional \$10,000 in revenue from new clients.

-> WHAT YOU PROVIDE (Referral)

IV Creative focuses on content creation for local businesses, which aligns with Jamz Trainings' target market of middle-age recreational athletes. By referring clients to each other, they can enhance their service offerings without direct competition.

VALUE: Increased client acquisition through mutual referrals could lead to a 20% increase in clientele for both businesses

within a quarter.

[!] PARTNERSHIP SCENARIO

IV Creative could create promotional materials, such as social media posts and flyers, for Jamz Trainings targeting HOA communities. In return, Jamz Trainings could offer an exclusive discount on personal training sessions to IV Creative's clients, leading to increased visibility and clientele for both parties.

[*] UNIQUE SYNERGY

The unique synergy lies in the shared focus on local community engagement; both businesses can leverage their networks to provide added value to each other's clientele, enhancing local brand loyalty.

NEXT STEPS:

- 1 Schedule a meeting between Iliana and James to discuss potential referral agreement terms.
- 2 Develop a co-branded marketing campaign targeting HOA communities in Jacksonville.
- 3 Create a tracking system for referrals to monitor the effectiveness of the partnership.

23 Grayland

Real Estate

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

Grayland could benefit from IV Creative's content creation services to enhance their marketing materials and online presence, which is crucial in the competitive real estate market.

VALUE: By hiring IV Creative, Grayland can improve their branding and marketing efforts, potentially leading to increased client acquisition and higher appraisal requests.

-> WHAT YOU PROVIDE (Referral)

IV Creative specializes in content creation for local businesses, which can include real estate firms needing marketing materials. Grayland, as a commercial real estate appraisal company, interacts with property owners who may benefit from enhanced marketing strategies.

VALUE: IV Creative can generate additional revenue by referring clients to Grayland for their appraisal needs, while Grayland can gain new clients seeking marketing services.

[!] PARTNERSHIP SCENARIO

IV Creative could refer their commercial property owner clients to Grayland for appraisal services. For instance, if a local business wants to sell a commercial property, IV Creative would connect them with Grayland, and upon successful appraisal, they could earn a referral fee of 10% from Grayland's service fee, which could amount to \$500 per referral.

[*] UNIQUE SYNERGY

The unique synergy arises from IV Creative's deep understanding of local businesses and Grayland's expertise in commercial real estate, allowing for tailored marketing and appraisal services that directly meet client needs.

NEXT STEPS:

- 1 Establish a formal referral agreement outlining commission structures.
- 2 Create a joint marketing campaign targeting local business owners considering selling or refinancing their properties.
- 3 Schedule a meeting to discuss potential joint workshops or webinars for local businesses on property valuation and effective marketing strategies.

<- WHAT THEY PROVIDE (Vendor)

WhitBits Cookies can provide cookies for events that IV Creative organizes or promotes for its clients. This relationship allows IV Creative to offer a complete package of marketing and event services.

VALUE: By partnering with WhitBits, IV Creative can provide more comprehensive event services that include catering, potentially increasing project fees by 20-30% for events that require food services.

-> WHAT YOU PROVIDE (Referral)

Both businesses target local professionals and event planners in Jacksonville. IV Creative can refer WhitBits Cookies to their clients who are organizing events and may need catering services, such as cookies for corporate meetings or parties.

VALUE: IV Creative can enhance its service offerings by providing clients with high-quality cookie options, leading to increased client satisfaction and repeat business, while WhitBits can expand its customer base through referrals.

[!] PARTNERSHIP SCENARIO

IV Creative refers WhitBits Cookies to a local event planner who is organizing a corporate event for a tech company. This planner needs catering services, and IV Creative suggests WhitBits for gourmet cookies. The planner orders 300 cookies, generating \$600 for WhitBits, while IV Creative enhances its reputation as a go-to resource for event planning.

[*] UNIQUE SYNERGY

The unique synergy lies in their complementary offerings; IV Creative provides the marketing expertise and client connections, while WhitBits delivers a tangible product that enhances events, creating a seamless customer experience.

NEXT STEPS:

- 1 Create a referral agreement outlining benefits for both parties.
- 2 Develop a joint marketing flyer featuring both businesses to distribute to local event planners.
- 3 Schedule a meeting to discuss potential future collaborations and cross-promotions.

<- WHAT THEY PROVIDE (Referral)

Relax Relate & Release serves veterans who may also own local businesses, providing a potential referral channel for IV Creative. Both businesses cater to groups that can benefit from each other's services without competing.

VALUE: Through cross-referrals, both businesses could see a 15% increase in client base, translating to an estimated additional revenue of \$5,000 for each business within a quarter.

-> WHAT YOU PROVIDE (Vendor)

IV Creative specializes in content creation, which can benefit Relax Relate & Release by enhancing their online presence and marketing materials. By providing tailored content that speaks directly to veterans, IV Creative can help B attract its target audience more effectively.

VALUE: Potential increase in client bookings of 20% through improved marketing efforts, leading to an estimated additional revenue of \$10,000 annually for Relax Relate & Release.

[!] PARTNERSHIP SCENARIO

IV Creative could design a targeted social media campaign featuring testimonials from veterans who have benefited from Relax Relate & Release's services. This campaign would run for a month, with IV Creative creating graphics, videos, and posts that highlight the unique benefits of massage therapy for veterans, aiming to drive at least 50 new inquiries during the campaign period.

[*] UNIQUE SYNERGY

This pairing is unique because IV Creative's expertise in local marketing aligns perfectly with Relax Relate & Release's focus

on a specific demographic, allowing for highly customized and impactful content that resonates deeply with veterans.

NEXT STEPS:

- 1 Schedule a meeting between IV Creative and Relax Relate & Release to discuss specific content needs.
- 2 Develop an initial content strategy outline focusing on social media and local outreach.
- 3 Launch a pilot marketing campaign targeting veterans within the next month.