

## 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 (29)

1

**flow**  
Professional Services

85%

<-> Bidirectional

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

Business A, a coaching service, is looking to enhance its marketing efforts, while Business B specializes in content creation for local businesses. This alignment presents a strong opportunity for collaboration where both can leverage each other's strengths.

**VALUE:** By collaborating, flow could increase client acquisition through enhanced marketing materials, while IV Creative could secure a consistent client for ongoing content services, potentially increasing revenue by 20% for both parties.

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

Since IV Creative serves local business owners, they could refer clients who may benefit from coaching services offered by flow. This creates a reciprocal relationship where both businesses can grow their client base without overlapping services.

**VALUE:** Through referrals, flow could gain access to new clients who are in need of coaching, potentially increasing their business by 15%, while IV Creative could earn referral fees or discounts on coaching services.

[!] **PARTNERSHIP SCENARIO**

*Flow partners with IV Creative to launch a marketing campaign that promotes a new group coaching program. IV Creative creates engaging social media content and promotional videos, while Flow hosts a free introductory workshop at a local venue, using the content to attract attendees. They split the revenue from any sign-ups generated from this event, with Flow gaining new clients and IV Creative showcasing their work.*

[\*] **UNIQUE SYNERGY**

This partnership is unique because flow's coaching expertise can provide IV Creative with insights into the needs of local business owners, allowing for tailored marketing content that truly resonates with the target audience.

**NEXT STEPS:**

- 1 Schedule a meeting between Miguel from flow and Iliana from IV Creative to discuss collaboration ideas.
- 2 Develop a joint marketing strategy outlining specific services and deliverables for the workshop.
- 3 Create a timeline for the campaign, including deadlines for content creation and event logistics.

## 2 Celebrate & Smile International Steppers

Arts & Creative

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Celebrate & Smile's target market includes local businesses looking to enhance employee relations, which aligns well with IV Creative's service offerings. They can refer clients who need content creation for their own events or marketing needs.

**VALUE:** Celebrate & Smile can enhance their service offering by referring clients to IV Creative, which could lead to an additional 15% revenue increase for IV Creative by tapping into new local business accounts.

### -> WHAT YOU PROVIDE (Collaboration)

IV Creative can create promotional content and marketing materials for Celebrate & Smile's dance programs, enhancing visibility and engagement. In return, Celebrate & Smile can offer dance workshops as events for IV Creative's clients, promoting community engagement and enhancing brand presence.

**VALUE:** By collaborating, IV Creative can increase its client base by 20% through enhanced visibility in the community, while Celebrate & Smile can increase workshop attendance by 30%, boosting revenue from classes and events.

### [!] PARTNERSHIP SCENARIO

*IV Creative could design a promotional video showcasing Celebrate & Smile's dance classes, highlighting client testimonials and class benefits. During the launch, they could host a community event where attendees receive a free trial class, generating immediate interest and enrollments. Both businesses promote the event via their channels, resulting in increased visibility and potential new clients.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in the blend of creative marketing with the arts, targeting local businesses and community members in Jacksonville who are keen on enhancing their engagement through both visual and physical activities.

### NEXT STEPS:

- 1 Schedule a meeting between Iliana and Tiffany to discuss potential workshop themes and promotional strategies.
- 2 Develop a joint marketing plan for the planned community event, including video content and social media campaigns.
- 3 Create a timeline for the promotional video production and set a date for the community launch event.

## 3 MyahnArt LLC

Marketing & Design

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Collaboration)

MyahnArt's unique artistic services can complement IV Creative's content creation, offering a broader service package to local businesses. Collaborating can enhance the customer experience by providing vibrant visuals that attract and engage clients.

**VALUE:** By collaborating, they could potentially increase referral rates, leading to a projected \$5,000 in new business within the next three months by appealing to businesses looking for a comprehensive marketing and design solution.

### -> WHAT YOU PROVIDE (Collaboration)

IV Creative specializes in content creation which can enhance the marketing efforts of MyahnArt's offerings. By collaborating, they can create visually appealing marketing materials that showcase MyahnArt's services, providing both businesses with increased visibility.

**VALUE:** This partnership could generate an estimated \$10,000 in new client contracts over the next quarter as they tap into each other's customer bases and enhance service offerings.

### [!] PARTNERSHIP SCENARIO

*IV Creative designs a promotional campaign that includes video content and social media posts showcasing MyahnArt's murals and live painting services. For example, they create a stunning time-lapse video of a mural being painted live at a local café, which IV Creative uses to promote both businesses on social media. Together, they host a launch event where potential clients can experience live painting while networking, generating immediate interest and leads.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in combining IV Creative's strategic marketing expertise with MyahnArt's artistic flair, creating a one-stop solution for businesses looking to enhance their aesthetic appeal. This pairing allows them to attract clients who need both marketing and beautification services, which is less common in the local market.

#### NEXT STEPS:

- 1 Schedule a brainstorming session to outline specific collaborative projects and promotional strategies.
- 2 Develop a joint marketing plan that includes social media campaigns and event planning.
- 3 Identify upcoming local events where both businesses can showcase their offerings together.

#### 4 JPO Logistics LLC

Logistics

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

JPO Logistics serves shippers and owner operators who may require marketing support, while IV Creative targets local business owners, including those in logistics. They can refer clients to each other without competing, as logistics and marketing services complement rather than overlap.

**VALUE:** By referring clients, JPO Logistics can enhance its service offering and improve customer satisfaction, while IV Creative can gain new clients in the logistics sector, potentially increasing revenue.

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

IV Creative's focus on supporting local businesses includes potential clients in the logistics sector. They can recommend JPO Logistics to their clients who may need freight services, creating a mutually beneficial referral network.

**VALUE:** IV Creative can enhance its service portfolio by providing logistics solutions to its clients, while JPO Logistics gains access to new customers through IV's marketing efforts.

#### [!] PARTNERSHIP SCENARIO

*JPO Logistics refers its clients in need of marketing assistance to IV Creative. For example, when a local trucking company seeks to enhance its online presence, JPO connects them with IV, and in return, IV offers a discount on services to JPO's clients, fostering a steady stream of referrals.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines logistics and marketing, enabling both businesses to serve a niche market in Jacksonville that values tailored services in freight and local business promotion.

#### NEXT STEPS:

- 1 Set up an introductory meeting between Paulette from JPO Logistics and Iliana from IV Creative to discuss referral opportunities.
- 2 Create a referral agreement outlining benefits and processes for client exchanges.
- 3 Develop a joint marketing flyer to promote both businesses' services to their respective client bases.

## 5 Genuines Coaching & Consulting

Technology

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Genuines Coaching & Consulting could refer its clients who need marketing and design services to IV Creative, particularly those looking for improved branding or content strategies. This creates a referral loop that enhances both businesses.

**VALUE:** Genuines could receive a referral commission for directing clients to IV Creative, while IV Creative gains access to business owners who may need marketing assistance.

### -> WHAT YOU PROVIDE (Referral)

IV Creative focuses on content creation for local businesses, while Genuines Coaching & Consulting targets business owners and corporate executives. This overlap allows IV Creative to refer clients needing coaching or training services to Genuines, creating a mutually beneficial referral network.

**VALUE:** IV Creative could generate additional revenue by earning a referral fee for every client sent to Genuines, enhancing its service offerings for local businesses.

### [!] PARTNERSHIP SCENARIO

*Iliana from IV Creative could identify local businesses struggling with leadership challenges and refer them to Reden at Genuines for coaching. For instance, if a local restaurant owner is looking to improve team management, IV Creative can refer them directly to Genuines, earning a 10% referral fee on any coaching contracts signed, while Genuines gains a new client.*

### [\*] UNIQUE SYNERGY

This pairing is unique because IV Creative can leverage its local business connections to provide qualified leads to Genuines, while Genuines can enhance its client base without extensive marketing efforts.

### NEXT STEPS:

- 1 Set up a meeting between Iliana and Reden to discuss referral terms and fee structures.
- 2 Create a co-branded brochure outlining the services of both businesses to distribute to local clients.
- 3 Establish a monthly follow-up to assess referral success and share feedback.

## 6 Enriquez Aesthetics

Professional Services

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Enriquez Aesthetics serves clients focused on skincare and wellness, which often overlaps with local businesses needing marketing services. They can refer clients looking for marketing help to IV Creative, enhancing their service portfolio.

**VALUE:** This referral could lead to a 20% increase in new client inquiries for IV Creative, as they tap into Enriquez's existing clientele who may need marketing services.

### -> WHAT YOU PROVIDE (Vendor)

IV Creative can provide Enriquez Aesthetics with tailored marketing materials that align with their luxury branding. This includes high-quality content creation for social media, brochures, and email campaigns, which are essential for attracting their target market.

**VALUE:** By engaging IV Creative, Enriquez Aesthetics could enhance its marketing presence, potentially increasing client engagement by 30%, leading to higher bookings and revenue.

### [!] PARTNERSHIP SCENARIO

*IV Creative could design a series of elegant promotional posts and a detailed brochure highlighting Enriquez Aesthetics' services and unique offerings. This could be used for a special launch event where both businesses promote a limited-time package, driving foot traffic and increasing awareness.*

### [\*] UNIQUE SYNERGY

The unique combination of IV Creative's marketing expertise and Enriquez Aesthetics' luxury service can create a powerful branding narrative, allowing both to elevate their profiles in the local market uniquely.

#### NEXT STEPS:

- 1 Schedule a meeting between Iliana and Bianca to discuss specific marketing needs and branding goals.
- 2 Develop a content strategy that highlights Enriquez Aesthetics' unique offerings, including visuals and messaging.
- 3 Create a promotional timeline for a joint launch event leveraging both businesses' customer bases.

### 7 Tosh's Urban Garden

Health & Wellness

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Vendor)

Tosh's Urban Garden could supply IV Creative with natural herbal products for event giveaways or promotional samples, enhancing IV Creative's marketing efforts and community engagement.

**VALUE:** IV Creative could enhance its event marketing by offering unique, eco-friendly giveaways, which could attract up to 50 new clients per event, potentially generating \$15,000 in new business annually.

#### -> WHAT YOU PROVIDE (Vendor)

IV Creative specializes in content creation, which is essential for Tosh's Urban Garden to promote its natural herbal products effectively. By leveraging IV Creative's expertise, Tosh's can enhance its marketing efforts and reach a wider audience.

**VALUE:** Tosh's Urban Garden could see a 30% increase in customer engagement through enhanced content marketing, leading to an estimated additional \$10,000 in quarterly revenue.

#### [!] PARTNERSHIP SCENARIO

*IV Creative could create a series of engaging video tutorials that showcase how to use Tosh's herbal products in daily wellness routines. For example, a video could demonstrate brewing a herbal tea and its health benefits, shared across social media platforms. This project could generate significant interest and drive online sales, benefiting both businesses.*

#### [\*] UNIQUE SYNERGY

The pairing of a marketing agency with a health-focused product line creates a unique opportunity to target health-conscious consumers through tailored content that speaks directly to their interests and needs.

#### NEXT STEPS:

- 1 Set up an initial meeting between Iliana and Latachia to discuss specific content needs.
- 2 Develop a content calendar outlining potential topics and formats for the promotional materials.
- 3 Launch the first video tutorial campaign within the next month to align with Tosh's product launch.

### 8 The Collective Om

Health & Wellness

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Vendor)

The Collective Om offers holistic health services that could help IV Creative staff manage stress and maintain wellness, especially in a fast-paced marketing environment. This service could directly benefit IV Creative's productivity and morale.

**VALUE:** By integrating wellness services, IV Creative could reduce employee burnout and improve productivity by an estimated 20%, leading to better project outcomes.

#### -> WHAT YOU PROVIDE (Vendor)

IV Creative specializes in content creation, which is a service that The Collective Om needs for marketing their holistic health services. By providing targeted content that speaks to their audience, IV Creative can help enhance The Collective Om's online presence.

**VALUE:**

By engaging IV Creative, The Collective Om could see a 30% increase in engagement on social media posts, driving more clients to their services.

#### [!] PARTNERSHIP SCENARIO

*IV Creative could create a series of engaging blog posts and social media graphics focused on 'self-care tips for busy women', which The Collective Om could share across their platforms. This would boost both businesses' visibility and establish The Collective Om as a thought leader in the health and wellness space. IV Creative could charge \$1,500 for this project, and both parties could promote the content, leading to increased client inquiries.*

#### [\*] UNIQUE SYNERGY

This pairing is unique as both businesses aim to empower women, with IV Creative providing the marketing expertise and The Collective Om offering health solutions, creating a holistic approach to self-improvement and wellness.

#### NEXT STEPS:

- 1 Schedule a meeting between Iliana and Ashlyn to discuss specific content needs and ideas.
- 2 Develop a content calendar for the next three months focusing on health and wellness themes.
- 3 Create a promotional plan for sharing the content across both businesses' channels to maximize reach.

### 9 Jamz Trainings

Health & Wellness

80%

-> One-way

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

IV Creative focuses on supporting local businesses, including those in health and wellness. Jamz Trainings targets middle-age recreational athletes, many of whom may also be small business owners in the Jacksonville area. This overlap presents a strong opportunity for mutual referrals.

**VALUE:** IV Creative could gain access to a new client base of health-conscious individuals, while Jamz Trainings could benefit from increased exposure among local business owners for personal training and wellness services.

#### [!] PARTNERSHIP SCENARIO

*IV Creative could feature Jamz Trainings in a monthly local business spotlight article on their website and social media channels, driving traffic to Jamz's services. In turn, Jamz could offer exclusive discounts to clients referred by IV Creative, creating a direct incentive for both parties to refer clients to one another.*

#### [\*] UNIQUE SYNERGY

Both businesses serve the local Jacksonville community and have complementary services, where health and wellness can enhance the productivity and well-being of local business owners. This unique pairing allows for a localized strategy that benefits both parties significantly.

#### NEXT STEPS:

- 1 Set up a meeting to discuss a referral program and its structure.
- 2 Create promotional materials that highlight the partnership benefits for potential clients.
- 3 Launch a joint social media campaign to announce the referral program and encourage a cross-promotion.

### 10 Be Present Detalles

Professional Services

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Be Present Detalles could refer clients needing content creation to IV Creative, as they frequently interact with busy professionals who might require marketing assistance for their brands.

**VALUE:** Be Present could earn a referral fee of 10% on projects they refer to IV Creative, creating an additional revenue stream while providing a valuable service to their clients.

#### -> WHAT YOU PROVIDE (Vendor)

IV Creative can provide tailored marketing services to Be Present Detalles, helping them enhance their visibility among

busy professionals and couples. Given that Be Present is actively seeking marketing assistance, this relationship can fill a critical gap in their operations.

**VALUE:** IV Creative could generate approximately \$5,000 annually from ongoing marketing projects for Be Present Detalles, improving their online presence and client engagement.

#### [!] PARTNERSHIP SCENARIO

*IV Creative could design a comprehensive social media campaign for Be Present Detalles' upcoming Valentine's Day event, including graphics, posts, and targeted ads. This campaign could attract 50% more attendees to the event, translating into an additional \$2,000 in revenue for Be Present, while IV Creative earns \$1,000 for the campaign.*

#### [\*] UNIQUE SYNERGY

The unique synergy comes from IV Creative's focus on local businesses and Be Present's need for targeted marketing, which can result in a tailored approach that resonates deeply with the local market.

#### NEXT STEPS:

- 1 Schedule a meeting between Iliana and De'Ana to discuss specific marketing needs and areas of collaboration.
- 2 Create a proposal for a Valentine's Day marketing campaign focused on Be Present's upcoming events.
- 3 Establish a contract for ongoing marketing services to ensure consistent support for Be Present Detalles.

### 11 Aspirations Behavioral Health Inc.

Health & Wellness

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Aspirations Behavioral Health can refer clients who may need marketing services, particularly businesses looking to enhance their visibility or mental health services for their employees. This creates a reciprocal referral relationship.

**VALUE:** Aspirations can enhance its service offerings by providing local businesses with marketing resources, while IV Creative gains access to a new client base through these referrals.

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

IV Creative serves local businesses, which may include clients seeking mental health services. Aspirations Behavioral Health Inc. targets individuals needing mental health help, creating a natural referral flow as IV Creative can direct its clients to Aspirations when mental wellness is a concern.

**VALUE:** IV Creative could generate additional revenue through referral fees or commissions while strengthening its service offering to clients by providing mental health resources.

#### [!] PARTNERSHIP SCENARIO

*IV Creative includes a dedicated section on its website and in its marketing materials featuring Aspirations Behavioral Health's services. For each referral made, IV Creative could earn a 15% commission on the fees paid by clients who sign up for counseling. This would allow IV Creative to enhance its value proposition while driving new business to Aspirations.*

#### [\*] UNIQUE SYNERGY

Both businesses align on the local community focus, with IV Creative enhancing its service portfolio by offering mental health resources, which are increasingly important for business owners and employees alike.

#### NEXT STEPS:

- 1 IV Creative to create a referral program outlining commission structures and marketing materials.
- 2 Aspirations Behavioral Health to prepare a landing page specifically for IV Creative's clients, detailing services and referral benefits.
- 3 Schedule a meeting to discuss joint marketing strategies and how to track referrals effectively.

## 12 Relax Relate & Release

Health & Wellness

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Relax Relate & Release serves veterans who may also benefit from local marketing services offered by IV Creative, thus creating a referral relationship where B can recommend A's services to their clients.

**VALUE:** By providing referrals to IV Creative, Relax Relate & Release can earn a 10% commission on any new business generated, potentially adding \$500 to their revenue.

### -> WHAT YOU PROVIDE (Vendor)

IV Creative specializes in content creation, which could include marketing materials for Relax Relate & Release's massage therapy services. By developing targeted marketing campaigns, IV Creative can help B attract more veterans, their primary clientele.

**VALUE:** IV Creative could generate additional revenue of \$2,000 by creating a set of promotional materials and online campaigns for Relax Relate & Release, while B increases their client base by 15% through improved outreach.

### [!] PARTNERSHIP SCENARIO

*IV Creative designs a series of social media posts and a promotional video showcasing Relax Relate & Release's special veteran discounts. The video is shared on both companies' platforms, leading to a 20% increase in bookings during Veterans Month and generating \$1,000 in new revenue for B.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in IV Creative's ability to tailor content specifically for the veteran community, which aligns perfectly with Relax Relate & Release's target market, thus enhancing both brands' visibility in a niche area.

### NEXT STEPS:

- 1 Schedule a meeting between Iliana and Hazel to discuss potential marketing strategies.
- 2 Create a marketing proposal outlining specific services IV Creative can provide.
- 3 Develop a joint promotional calendar targeting local veteran events for October.

## 13 Genuines Coaching & Consulting

Technology

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Vendor)

Genuines Coaching provides coaching services which could benefit from marketing content to promote their offerings. IV Creative can create professional content that enhances their visibility and client acquisition efforts.

**VALUE:** By engaging IV Creative's services, Genuines could see a 30% increase in inquiries from potential clients, translating to higher revenue from coaching engagements.

### -> WHAT YOU PROVIDE (Referral)

IV Creative focuses on content creation for local businesses, while Genuines Coaching & Consulting targets C-suite executives and small business owners. This overlap means they can refer clients to one another without competing directly, creating a win-win for both.

**VALUE:** Increased client base through referrals could lead to a 20% increase in revenue for both businesses over the next quarter.

### [!] PARTNERSHIP SCENARIO

*IV Creative could refer small business clients in need of leadership training to Genuines Coaching. For instance, if a local restaurant owner seeks to improve team dynamics, IV Creative can connect them with Genuines, earning a referral fee of \$250 per successful conversion.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in their complementary markets; IV Creative's local focus aligns perfectly with Genuines' target audience, allowing both to enhance their service offerings without overlapping.

### NEXT STEPS:



- 1 Establish a referral agreement detailing commission structures.
- 2 Create a joint marketing campaign targeting local small businesses.
- 3 Schedule a monthly meeting to share leads and discuss client needs.

## 14 Organize Design Create

Marketing & Design

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Both businesses share a target market of local business owners, but they do not directly compete. Organize Design Create can refer clients needing content creation services to IV Creative, enhancing their service spectrum without straying from their core offerings.

**VALUE:** This referral relationship can lead to a 15% increase in client acquisition for both businesses, as they can cross-recommend services to each other's existing client bases.

### -> WHAT YOU PROVIDE (Collaboration)

Both businesses operate in the marketing and design sector and target similar customer bases. IV Creative can leverage Organize Design Create's expertise in structure and social footprint to enhance their content creation services, while Organize Design Create can benefit from IV Creative's content generation for their marketing campaigns.

**VALUE:** This collaboration allows both businesses to expand their service offerings, potentially increasing project revenues by 20% and enhancing client satisfaction through comprehensive marketing solutions.

### [!] PARTNERSHIP SCENARIO

*IV Creative and Organize Design Create could co-develop a 'Startup Launch Package' that combines content creation and structured marketing strategies. For example, IV Creative would provide high-quality content for a new startup's website and social media, while Organize Design Create would design the marketing strategy and implement it across platforms. They could split the \$3,000 fee, resulting in a win-win situation for both.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in blending IV Creative's content expertise with Organize Design Create's strategic marketing approach, creating a comprehensive service that neither can offer alone. This would provide a more holistic solution to clients looking to establish a strong market presence.

### NEXT STEPS:

- 1 Schedule a joint brainstorming session to outline potential packages for startups.
- 2 Develop a marketing plan to promote the Startup Launch Package through social media and local networking events.
- 3 Create a shared online workspace to manage tasks and timelines effectively.

## 15 Soulfitness Studio Health and wellness center

Health & Wellness

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Soulfitness Studio serves a clientele focused on health and wellness, which can include local business owners in need of marketing services. They could refer their clients to IV Creative for tailored marketing strategies that resonate with health-conscious consumers.

**VALUE:** IV Creative can tap into Soulfitness's network, gaining access to local business owners who may need marketing services, potentially increasing their client base by 15-25%.

### -> WHAT YOU PROVIDE (Vendor)

IV Creative specializes in content creation, which is essential for Soulfitness Studio to market its health and wellness services effectively. By partnering with IV Creative, Soulfitness can enhance its marketing efforts, focusing on engaging content that speaks to its target audience.

**VALUE:** Increased brand visibility and customer engagement for Soulfitness, potentially driving a 20% increase in client inquiries and sales.

### [!] PARTNERSHIP SCENARIO

*IV Creative could produce a series of promotional videos featuring fitness classes and healthy meal preparation tips, showcasing Soulfitness's unique offerings. These videos would be shared on social media and the studio's website, aiming for a 30% increase in online engagement over three months.*

#### [\*] UNIQUE SYNERGY

The combination of IV Creative's marketing expertise and Soulfitness's health and wellness focus uniquely positions them to create compelling content that resonates with health-conscious consumers in Jacksonville, enhancing both brands' reputations.

#### NEXT STEPS:

- 1 Set up a meeting between Iliana from IV Creative and Janice from Soulfitness to discuss specific content needs.
- 2 Draft a proposal outlining potential video content ideas and promotion strategies.
- 3 Create a timeline for content production and establish key performance indicators to measure success.

### 16 Simple Creations By T

Professional Services

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Simple Creations serves individuals and organizations looking for personalized gifts, which often includes local businesses celebrating milestones. Referring IV Creative to these businesses for their content needs can enhance both companies' customer bases without direct competition.

**VALUE:** By referring IV Creative to their clients, Simple Creations can enhance customer satisfaction and potentially earn referral fees, leading to an increase in revenue by up to 10% from new business opportunities.

#### -> WHAT YOU PROVIDE (Vendor)

IV Creative specializes in content creation which includes marketing materials that Simple Creations By T could use to promote their custom gifts and apparel. By engaging IV Creative, Simple Creations can enhance their brand visibility and customer engagement.

**VALUE:** By utilizing IV Creative's content services, Simple Creations can expect a 20% increase in social media engagement, leading to an estimated additional \$5,000 in annual sales from improved customer outreach.

#### [!] PARTNERSHIP SCENARIO

*Simple Creations By T could hire IV Creative to design a series of promotional images and videos showcasing their custom gifts. For example, a holiday marketing campaign featuring personalized ornaments could be created, boosting visibility during the peak shopping season.*

#### [\*] UNIQUE SYNERGY

The combination of IV Creative's expertise in marketing and Simple Creations' unique product offerings creates a compelling narrative that can attract local customers looking for personalized gifts, making their partnership particularly effective in the Jacksonville market.

#### NEXT STEPS:

- 1 Schedule an introductory meeting to discuss potential projects and needs.
- 2 Develop a proposal for a specific marketing campaign targeting upcoming holidays.
- 3 Create a content calendar that outlines deliverables and timelines for the project.

## 17 ALYS Always Love Yourself

Professional Services

80%

-> One-way

### -> WHAT YOU PROVIDE (Collaboration)

IV Creative's marketing expertise can help ALYS to build brand awareness and reach their target market more effectively. Simultaneously, ALYS can provide skincare products for promotional events hosted by IV Creative.

**VALUE:** Joint events could generate increased sales for ALYS and boost IV Creative's portfolio, potentially leading to \$15,000 in additional revenue through new client contracts and increased product sales.

### [!] PARTNERSHIP SCENARIO

*IV Creative organizes a 'Skincare & Self-Care' workshop at a local beauty school where mature women can learn about skincare while trying out ALYS products. IV Creative handles the event logistics and promotions, while ALYS provides product samples and discounts for attendees. This could draw in 50 participants, leading to significant product sales and new clientele for both businesses.*

### [\*] UNIQUE SYNERGY

The collaboration uniquely combines IV Creative's marketing strategies with ALYS's targeted skincare products, enhancing both brands' visibility in the local market while creating a platform for direct engagement with the target audience.

### NEXT STEPS:

- 1 Plan the workshop logistics, including venue, date, and materials needed.
- 2 Develop a co-promotional strategy utilizing social media and email marketing.
- 3 Create a follow-up plan to capture leads from event attendees for both businesses.

## 18 Connections to the Nations LLC

Professional Services

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Connections to the Nations interacts with various local businesses that may need marketing services, providing a strong referral opportunity for IV Creative. As Arlene connects with these businesses, she can recommend IV Creative for their content creation needs.

**VALUE:** Potential for IV Creative to gain 5-10 new clients through referrals, each generating an average of \$1,500 in revenue.

### -> WHAT YOU PROVIDE (Vendor)

IV Creative specializes in content creation, which can help Connections to the Nations enhance their marketing efforts for community fairs. By providing engaging promotional materials, IV Creative can effectively boost B's visibility and draw larger crowds to their events.

**VALUE:** \$10,000 potential revenue from a series of marketing campaigns designed for multiple events over the year.

### [!] PARTNERSHIP SCENARIO

*IV Creative could design a comprehensive marketing package for Connections to the Nations' upcoming community fair, including social media graphics, flyers, and video content. For instance, IV Creative will create a series of vibrant posts and videos highlighting local vendors participating in the fair, and they will charge \$2,500 for this package, which can help increase attendance by 30%.*

### [\*] UNIQUE SYNERGY

This pairing uniquely combines IV Creative's marketing expertise with B's community engagement, creating a platform that enhances local culture while driving business growth for both parties.

### NEXT STEPS:

- 1 Schedule a meeting between Iliana and Arlene to discuss upcoming events and specific marketing needs.
- 2 Develop a proposal for a marketing package tailored to the next community fair.
- 3 Create a timeline for deliverables leading up to the event to ensure all marketing materials are ready in advance.

<- WHAT THEY PROVIDE (Collaboration)

Jazzi's Creations can leverage IV Creative's content creation services to enhance their marketing efforts, while IV Creative can utilize Jazzi's unique DIY offerings for engaging content. Both businesses can benefit from a partnership that showcases their strengths to their respective audiences.

**VALUE:** By collaborating on a series of creative workshops promoted through IV Creative's marketing channels, Jazzi's Creations could increase workshop attendance by 30%, leading to an additional revenue of \$1,500 per month.

-> WHAT YOU PROVIDE (Referral)

Both businesses target local Jacksonville customers, particularly business owners and families, without being direct competitors. IV Creative can refer clients looking for unique corporate gifts or team-building activities to Jazzi's Creations.

**VALUE:** IV Creative can enhance their service offerings by providing referrals to Jazzi's Creations, potentially increasing their client retention by 20% as businesses appreciate comprehensive support.

[!] PARTNERSHIP SCENARIO

*Jazzi's Creations and IV Creative could launch a 'Craft & Create' event series, where IV Creative films a promotional video of Jazzi's hands-on craft workshops. Participants would create custom holiday decorations while being filmed for the video. The resulting content can be used by both businesses for future marketing, plus Jazzi earns \$500 per event and IV Creative gains portfolio material.*

[\*] UNIQUE SYNERGY

This pairing is unique because Jazzi's Creations offers hands-on experiences that can be visually captivating for marketing content, making IV Creative's services particularly effective in showcasing these activities.

NEXT STEPS:

- 1 Set up an initial meeting to brainstorm potential workshop themes and marketing strategies.
- 2 Develop a marketing plan that outlines promotional strategies for the 'Craft & Create' event series.
- 3 Schedule the first workshop and determine the filming logistics with IV Creative.

<- WHAT THEY PROVIDE (Referral)

Bluebird Health Partners, working with healthcare startups, can identify clients who require significant marketing and branding services. They can refer these clients to IV Creative, enhancing the service offerings available to their clients.

**VALUE:** Through referrals, Bluebird can enhance its client service portfolio by providing access to expert marketing services, while IV Creative can gain new business opportunities in the healthcare sector.

-> WHAT YOU PROVIDE (Referral)

Both businesses serve local clients but in different industries. IV Creative focuses on content creation for local businesses, while Bluebird Health Partners serves healthcare solution providers. They can refer clients to each other without competing interests.

**VALUE:** By referring clients, IV Creative can help healthcare startups with branding needs, while Bluebird can direct local businesses needing marketing services to IV Creative, potentially increasing revenue for both.

[!] PARTNERSHIP SCENARIO

*IV Creative refers a local health tech startup to Bluebird Health Partners for strategic consulting on their market entry strategy. In return, Bluebird sends a local business looking to improve its marketing strategy to IV Creative for help in developing engaging content.*

[\*] UNIQUE SYNERGY

This pairing is unique because IV Creative can leverage its strong local connections to provide Bluebird with a steady stream of potential clients, while Bluebird offers a specialized skill set that IV Creative's clients may need as they grow.

#### NEXT STEPS:

- 1 Set up a meeting between Iliana and Cary to discuss referral processes.
- 2 Create a referral agreement outlining the benefits for both parties.
- 3 Develop co-branded marketing materials to showcase the referral partnership.

## 21 Communicate Design & Marketing

Marketing & Design

75%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Communicate Design & Marketing targets service businesses and non-profits that may require content creation services, allowing for a reciprocal referral relationship.

**VALUE:** This collaboration could lead to a 15% increase in new clients for IV Creative, translating to approximately \$10,000 in additional revenue over the next quarter.

### -> WHAT YOU PROVIDE (Referral)

IV Creative specializes in content creation for local businesses, while Communicate Design & Marketing focuses on branding and marketing strategy. They serve similar target markets but do not directly compete, making referrals beneficial for both.

**VALUE:** By referring clients back and forth, both businesses can increase their client base by approximately 20%, leading to enhanced revenue opportunities.

### [!] PARTNERSHIP SCENARIO

*IV Creative can refer local businesses in need of comprehensive branding services to Communicate. For instance, if a local café requires a brand overhaul after expanding, IV Creative can connect them with Communicate, who then handles the branding project, splitting the consulting fee of \$3,000.*

### [\*] UNIQUE SYNERGY

The unique synergy comes from their complementary services; while IV Creative focuses on content, Communicate excels in branding, thus creating a holistic service offering for clients.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss referral terms and client needs.
- 2 Create a joint marketing flyer that outlines each business's services.
- 3 Establish a referral tracking system to monitor leads and conversions.

## 22 We buy any house

Professional Services

75%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

We Buy Any House can refer sellers who require marketing help to IV Creative, thereby helping sellers present their properties in a better light, which can enhance the marketing efforts of both companies.

**VALUE:** Through referrals, We Buy Any House can help clients increase their home sales potential, while IV Creative gains new customers, potentially leading to a 25% increase in project income.

### -> WHAT YOU PROVIDE (Referral)

IV Creative focuses on local businesses in need of content creation, while We Buy Any House targets property sellers, including those distressed homeowners who might benefit from marketing support to improve their property's appeal. Referring clients between the two can help both businesses gain new leads and customers.

**VALUE:** By referring clients, IV Creative could increase its client base by 20%, while We Buy Any House could gain access to

properties that are more marketable, potentially increasing profits by 15% through quicker sales.

### [!] PARTNERSHIP SCENARIO

*When We Buy Any House engages with distressed property owners, they can refer those who are interested in improving their homes to IV Creative for staging and marketing services. For example, if a seller has an inherited property in disrepair, We Buy Any House can recommend IV Creative to provide a quick renovation and staging plan, allowing the sellers to maximize their sale price. IV Creative charges \$2,500 for staging, and both businesses share the referral fee, boosting their revenues.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in both businesses targeting the local Jacksonville market, allowing for a streamlined referral process where IV Creative enhances property value for We Buy Any House's clients, ensuring faster sales and better prices.

#### NEXT STEPS:

- 1 Set up a formal referral agreement outlining commission structure.
- 2 Develop co-branded marketing materials to promote the referral program.
- 3 Schedule a monthly meeting to review referral outcomes and adjust strategies.

## 23 Grayland Real Estate

75%

-> One-way

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

IV Creative focuses on content creation for local businesses, while Grayland operates in the commercial real estate sector. They serve different but overlapping customer bases, particularly local businesses looking for real estate spaces, making referrals beneficial for both.

**VALUE:** By referring clients to each other, IV Creative can help Grayland gain more property clients, while Grayland can refer local businesses needing marketing services, potentially increasing revenue for both by 10-15%.

### [!] PARTNERSHIP SCENARIO

*IV Creative could refer local coffee shops to Grayland, who are looking to expand into larger commercial spaces. In return, Grayland can send property owners looking to market their spaces to IV Creative for promotional materials. This way, both businesses can tap into each other's client networks effectively and increase their customer base.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in the intersection of local business needs and real estate services, where both businesses can mutually enhance their offerings without direct competition.

#### NEXT STEPS:

- 1 Set up a monthly meeting between Iliana and Lauren to discuss potential client referrals.
- 2 Create a referral agreement that outlines benefits for both parties.
- 3 Develop co-branded marketing materials that promote each other's services to their respective clients.

## 24 The P-Way Solutions LLC Real Estate

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

The P-Way Solutions serves a diverse clientele, including small businesses that require marketing services, aligning well with IV Creative's target market.

**VALUE:** The P-Way Solutions can refer clients needing marketing services to IV Creative, helping them enhance their service offerings while earning referral fees, which could boost their revenue by 10%.

#### -> WHAT YOU PROVIDE (Vendor)

IV Creative specializes in content creation which can enhance The P-Way Solutions' marketing efforts. The P-Way Solutions is currently in need of marketing services, making IV Creative a suitable vendor.

**VALUE:**

By engaging IV Creative for content creation, The P-Way Solutions can effectively improve their brand visibility and attract more clients, potentially increasing their revenue by 20%.

#### [!] PARTNERSHIP SCENARIO

*IV Creative could create a series of promotional videos showcasing The P-Way Solutions' janitorial services in action at local businesses. These videos would be used on social media and websites, with a project fee of \$2,000, giving both companies exposure to each other's clientele.*

#### [\*] UNIQUE SYNERGY

The unique synergy stems from IV Creative's local focus on small businesses and The P-Way Solutions' commercial service offerings, ensuring that the marketing content is tailored to resonate with mutual target markets.

#### NEXT STEPS:

- 1 Schedule an introductory meeting to discuss specific content needs of The P-Way Solutions.
- 2 Develop a proposal for a series of promotional videos highlighting their cleaning services.
- 3 Set a timeline and budget for the content creation project.

### 25 Big Rig Compliance Pros

Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Big Rig Compliance Pros interacts with many trucking and transport businesses that may require marketing services, especially as they grow. Referring these businesses to IV Creative can enhance their value proposition while IV Creative can gain valuable clients in a niche market.

**VALUE:** Potential for mutual referrals could lead to a 15% increase in clientele for both companies, expanding their reach within the local market.

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

Both IV Creative and Big Rig Compliance Pros target local businesses, but they serve different needs. IV Creative can refer clients who need compliance services, while Big Rig Compliance Pros can refer businesses needing marketing services. This creates a strong referral network, enhancing client service without competition.

**VALUE:** Increased customer base and enhanced service offerings through referrals, potentially resulting in a 10-20% increase in client acquisition for both businesses.

#### [!] PARTNERSHIP SCENARIO

*IV Creative can create a marketing campaign that highlights the importance of compliance for local trucking companies, directing interested businesses to Big Rig Compliance Pros. In return, Big Rig Compliance Pros can recommend IV Creative to their clients needing branding and marketing, effectively creating a steady stream of new leads for both.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in their shared target market of local businesses in Jacksonville, which allows them to leverage their networks effectively and cater to complementary needs rather than competing directly.

#### NEXT STEPS:

- 1 Arrange a meeting between Iliana and Sherika to discuss the details of a referral agreement.
- 2 Create a co-branded flyer that outlines both services to distribute at local business events.
- 3 Set up a quarterly referral review to assess the partnership's impact and make adjustments as necessary.



#### <- WHAT THEY PROVIDE (Referral)

Noseniorleftbehindfl.org serves seniors who may also be local business owners or have family members who own businesses. They can refer these clients to IV Creative for marketing and design services, creating a mutually beneficial relationship.

**VALUE:** Referrals from Noseniorleftbehindfl.org could lead to IV Creative gaining 5 new clients per quarter, with an average project value of \$2,000, translating to an additional \$10,000 in revenue each quarter.

#### -> WHAT YOU PROVIDE (Vendor)

IV Creative specializes in content creation, which is essential for Noseniorleftbehindfl.org to promote its services effectively to its target market. By utilizing IV Creative's services, Noseniorleftbehindfl.org can enhance its visibility and reach among seniors and their families.

**VALUE:** By hiring IV Creative, Noseniorleftbehindfl.org can improve its marketing materials, potentially increasing service inquiries by 20%, leading to an estimated additional revenue of \$10,000 over the next year.

#### [!] PARTNERSHIP SCENARIO

*Noseniorleftbehindfl.org hires IV Creative to design a series of educational brochures and social media posts targeting senior citizens and their families. These materials will highlight the importance of independence and the services offered. The campaign runs for three months, leading to a 30% increase in service inquiries, resulting in an additional \$8,000 in revenue.*

#### [\*] UNIQUE SYNERGY

IV Creative's local focus and expertise in content creation aligns perfectly with Noseniorleftbehindfl.org's mission to reach seniors. This partnership leverages emotional storytelling to resonate with families, making it stand out in a market often overlooked by larger agencies.

#### NEXT STEPS:

- 1 Schedule a meeting between Iliana and Wanda to discuss specific content needs.
- 2 Develop a proposal outlining a content strategy for the next three months.
- 3 Create a timeline for deliverables, including brochures and social media content.

#### <- WHAT THEY PROVIDE (Referral)

Free Agents Inc can refer clients who need marketing services to IV Creative, providing a comprehensive solution to their clients' business issues. This creates a win-win scenario as Free Agents can enhance their service offerings while helping IV Creative reach more clients.

**VALUE:** By referring clients needing marketing support, Free Agents Inc can add value to their service and potentially earn a referral fee, while IV Creative can gain 5-10 new clients monthly, increasing its revenue by an estimated \$8,000.

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

IV Creative specializes in content creation, which could be beneficial for Free Agents Inc's clients looking for marketing support. They both target local businesses, allowing for a natural referral relationship where IV Creative can send clients needing professional services to Free Agents Inc.

**VALUE:** Increased client base for both businesses, potentially resulting in 5-10 new referred clients per month, translating to an estimated \$10,000 in added revenue for each business.

#### [!] PARTNERSHIP SCENARIO

*IV Creative could refer its clients who need business consulting to Free Agents Inc. For example, if a local retail shop struggles with social media strategy, IV Creative can recommend Free Agents Inc to help optimize their business operations, earning a referral fee for each client successfully onboarded.*

#### [\*] UNIQUE SYNERGY



Both businesses focus on nurturing and growing local companies, making their collaboration not only strategic but also deeply rooted in community support. This shared mission enhances their credibility and appeal to local business owners.

#### NEXT STEPS:

- 1 Schedule a meeting between Iliana and James to discuss referral terms.
- 2 Create a referral agreement outlining benefits for both parties.
- 3 Develop a co-branded marketing piece to promote the referral relationship.

### 28 WhitBits Cookies

Professional Services

70%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Vendor)

WhitBits Cookies can supply IV Creative with homemade cookies for events or client meetings. This relationship can enhance IV's service offering, providing a unique treat for their local business clients.

**VALUE:** By sourcing cookies from WhitBits, IV Creative can enhance client meetings, potentially increasing client retention and satisfaction, leading to higher project renewals.

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

IV Creative and WhitBits Cookies target different customer segments but share a common pool of potential clients. Business A can refer corporate clients to Business B for events and treats, while Business B can refer local businesses needing marketing services to Business A.

**VALUE:** Increased client referrals could enhance revenue by 15-20% for both businesses, tapping into each other's networks.

#### [!] PARTNERSHIP SCENARIO

*Whenever IV Creative creates marketing materials for a local event, they can include a special offer for WhitBits Cookies. For example, if IV designs a flyer for a corporate event, they can include a discount code for cookie orders, driving sales for WhitBits while offering added value to their clients.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in the combination of marketing and event catering, where IV Creative can enhance the visibility of WhitBits Cookies through their design services, while WhitBits adds a sweet touch to IV's marketing events, creating a memorable experience for clients.

#### NEXT STEPS:

- 1 Schedule a meeting between Iliana and Whitney to discuss potential referral agreements.
- 2 Create bundled marketing and cookie packages for local businesses targeting corporate events.
- 3 Develop a cross-promotional strategy that includes social media shoutouts and email newsletters to share each other's offerings.

### 29 Complete Renewal LLC

Health & Wellness

70%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Complete Renewal serves a niche market of health-conscious minority women, which overlaps with local businesses that may also be targeting similar demographics. By referring these local businesses to IV Creative, Complete Renewal can help them enhance their marketing efforts while also receiving referral bonuses.

**VALUE:** For every client referred to IV Creative, Complete Renewal could earn a referral fee, potentially increasing their revenue by \$5,000 annually if they refer just 10 clients.

#### -> WHAT YOU PROVIDE (Vendor)

IV Creative offers content creation services that can significantly enhance Complete Renewal's marketing efforts. Given Complete Renewal's need for high-impact marketing to promote their plant-based skincare and wellness initiatives, IV Creative can help craft engaging content that resonates with their target audience of health-conscious minority women.

**VALUE:**

By partnering with IV Creative, Complete Renewal could see a 20% increase in customer engagement through enhanced social media presence, leading to higher sales conversions.

#### [!] PARTNERSHIP SCENARIO

*IV Creative could create a series of visually appealing social media posts and blog articles highlighting the benefits of Complete Renewal's products. For example, they could produce a month-long campaign showcasing customer testimonials and skincare tips, ultimately boosting Complete Renewal's online sales by \$10,000 during the campaign period.*

#### [\*] UNIQUE SYNERGY

This partnership stands out because IV Creative's focus on local businesses aligns perfectly with Complete Renewal's commitment to community initiatives, creating a shared narrative that drives customer loyalty.

#### NEXT STEPS:

- 1 Arrange an introductory meeting to discuss marketing needs and content strategies.
- 2 Develop a content calendar outlining specific campaigns and deliverables for the next three months.
- 3 Set measurable KPIs to assess the effectiveness of the marketing efforts post-launch.