

# BUSINESS RELATIONSHIP ANALYSIS

## Big Rig Compliance Pros!" IV Creative

2 Relationships Identified

### BUSINESS PROFILES

#### Big Rig Compliance Pros

Contact: Sherika Carter

Industry: Professional Services

Big Rig Compliance Pros helps truck drivers and trucking companies stay compliant with State and Federal regulations by handling filings, renewals, permits and other back office paperwork so they can focus on driving.

#### IV Creative

Contact: Iliana

Industry: Marketing & Design

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

REFERRAL 1/2

75% conf

IV Creative!" Big Rig Compliance Pros

#### Reasoning:

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 Proposition:

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

#### Collaboration Example:

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.

#### Synergy Potential:

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.

**Action Items:**

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.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Big Rig Compliance Pros / IV Creative

**Reasoning:**

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 Proposition:**

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

**Collaboration Example:**

Big Rig Compliance Pros can compile a list of their clients who have expressed interest in marketing services. They can then host a webinar on compliance and marketing synergies, where IV Creative presents insights on how effective marketing can help compliance-driven businesses thrive, generating leads for both parties.

**Synergy Potential:**

This pairing is unique because it connects the often-overlooked compliance sector with creative marketing services, allowing both businesses to serve their clients in a holistic manner that addresses operational and promotional needs.

**Action Items:**

1. Identify and segment Big Rig Compliance Pros' clients who may benefit from marketing services.
2. Plan and execute a joint webinar focusing on compliance and marketing strategies tailored for the trucking industry.
3. Create a feedback loop to track leads generated from referrals and assess the effectiveness of the collaboration.

Value: MEDIUM

MUTUAL BENEFIT