

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !” Free Agents Inc

2 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

REFERRAL 1/2

80% conf

Communicate Design & Marketing !” Free Agents Inc

Reasoning:

Communicate Design & Marketing targets service businesses and non-profits that could benefit from the professional services offered by Free Agents Inc. In turn, Free Agents can connect with founders and solo entrepreneurs who need marketing and branding support, creating a symbiotic referral relationship.

Value Proposition:

By referring clients to each other, both businesses can expand their customer bases, potentially increasing their revenue by 20% through shared leads.

Collaboration Example:

Imagine Communicate Design refers a local non-profit that needs a marketing strategy to Free Agents Inc. In return, Free Agents connects a startup founder looking for branding help to Communicate. Both businesses gain a new client, with Communicate earning \$3,000 for the branding project and Free Agents charging the non-profit \$2,500 for their services.

Synergy Potential:

This pairing is unique because Communicate's focus on creative branding aligns perfectly with Free Agents' expertise in solving business issues, providing a seamless experience for clients who need both marketing and strategic guidance.

Action Items:

1. Set up a monthly referral meeting to discuss potential leads and client needs.
2. Create a joint marketing flyer that outlines the services provided by both businesses for distribution to their respective client bases.
3. Track and measure referral success to adjust strategies and improve the partnership.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/2

70% conf

Free Agents Inc!' Communicate Design & Marketing**Reasoning:**

Free Agents Inc could benefit from partnering with Communicate Design & Marketing to enhance their branding and marketing strategies for their own offerings. By leveraging Communicate's expertise, Free Agents can present a more polished brand image.

Value Proposition:

By utilizing Communicate's services, Free Agents can improve their marketing materials and online presence, potentially boosting their client conversion rates by up to 15%.

Collaboration Example:

Free Agents Inc hires Communicate to redesign their website, creating a more user-friendly experience that showcases their professional services. This redesign could lead to increased inquiries, with an estimated revenue increase of \$10,000 in new clients within the first quarter post-launch.

Synergy Potential:

The unique synergy lies in Free Agents needing effective branding to market their problem-solving services, which Communicate excels at, allowing them both to enhance their market positions simultaneously.

Action Items:

1. Arrange a meeting to discuss Free Agents' current branding and marketing needs.
2. Draft a proposal for website redesign and branding services tailored to Free Agents' target audience.
3. Set deliverables and timelines for the project to ensure a successful collaboration.

Value: MEDIUM

MUTUAL BENEFIT