

Communicate Design & Marketing

• Marketing & Design

Websites, Branding, Marketing Strategy and more

Contact Information

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TARGET MARKET

Founders or solo entrepreneurs, Service Businesses, Creative Collaborators, Non-profits

CURRENT NEEDS

Clients

Partnership Opportunities (30)

1

Tosh's Urban Garden
Health & Wellness

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Tosh's Urban Garden can leverage Communicate Design & Marketing's branding and marketing expertise to enhance their visibility in the health and wellness market. By creating a joint marketing campaign, they can reach a wider audience of health-conscious consumers.

VALUE: An increase in sales of 20% through improved brand visibility and targeted marketing efforts, while Communicate gains a new client and potential portfolio piece.

-> WHAT YOU PROVIDE (Referral)

Communicate Design & Marketing serves entrepreneurs and small businesses that may be interested in health and wellness products. By referring clients to Tosh's Urban Garden, they can enhance their service offering and provide added value to their clients.

VALUE: Communicate can enhance client satisfaction and increase client retention by offering holistic health solutions, leading to a potential 15% increase in client loyalty and referrals.

[!] PARTNERSHIP SCENARIO

Tosh's Urban Garden and Communicate Design & Marketing could co-host a health-focused online webinar series. For instance, they could launch a 'Natural Wellness Journey' series where Tosh's provides herbal product samples for participants, and Communicate designs promotional materials and manages the event logistics. They could charge attendees \$50 each for the 100-person webinar, resulting in \$5,000 revenue to split.

[*] UNIQUE SYNERGY

The unique pairing of natural health products with marketing expertise allows for a compelling narrative that can resonate with eco-conscious consumers, creating a more authentic brand story.

NEXT STEPS:

- 1 Schedule a brainstorming session to identify potential topics for the webinar.
- 2 Develop a promotional strategy to reach both Tosh's and Communicate's target audiences.
- 3 Create and design marketing materials, including social media graphics and email campaigns.

2 Organize Design Create

Marketing & Design

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Both businesses cater to entrepreneurs and non-profits, but their services are complementary rather than competitive. They can refer clients to each other based on specific needs.

VALUE: By creating a referral system, they can increase their client acquisition rates, potentially driving an additional 15% in revenue from referrals.

-> WHAT YOU PROVIDE (Collaboration)

Both businesses operate in the marketing and design industry and target similar customer bases, specifically entrepreneurs and non-profits. Collaborating on a targeted marketing campaign can enhance their service offerings and client reach.

VALUE: By combining resources, they can potentially attract a larger client base, leading to an estimated revenue boost of 20% through shared projects.

[!] PARTNERSHIP SCENARIO

Communicate Design & Marketing could partner with Organize Design Create to launch a 'Startup Success Package.' This package will include a comprehensive branding kit and a marketing strategy session for new businesses. For instance, they could host a workshop where they co-create brand identities for five local startups, charging \$1,500 per startup. Each business would earn \$7,500 in total while providing crucial support to emerging entrepreneurs.

[*] UNIQUE SYNERGY

This partnership combines Communicate's strength in design and web services with Organize's focus on marketing strategy, creating a unique offering that covers both foundational branding and actionable marketing tactics.

NEXT STEPS:

- 1 Schedule a brainstorming session to outline the 'Startup Success Package' details.
- 2 Develop a joint marketing plan to promote the workshop through social media and local business networks.
- 3 Identify and reach out to local startups to gauge interest and secure participants for the workshop.

3 Soulfitness Studio Health and wellness center

Health & Wellness

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Soulfitness Studio serves individuals looking to improve their health and wellness, which could include numerous entrepreneurs and small businesses. By referring these clients to Communicate for branding and marketing needs, Soulfitness can add value to their service offering.

VALUE: Each successful referral could earn Soulfitness a commission or discount, potentially generating an additional \$2,000 to \$5,000 annually depending on the number of clients referred.

-> WHAT YOU PROVIDE (Vendor)

Communicate Design & Marketing specializes in marketing strategy and branding, which aligns perfectly with Soulfitness Studio's current need for marketing. By enhancing their brand presence and marketing outreach, Soulfitness can attract more clients seeking health and wellness services.

VALUE:

By engaging Communicate, Soulfitness could potentially increase client intake by 20-30%, translating to an estimated revenue boost of \$10,000 to \$15,000 monthly, given their pricing on services.

[!] PARTNERSHIP SCENARIO

Communicate could create a targeted digital marketing campaign for Soulfitness, developing promotional materials and a social media strategy that highlights a new wellness program. For instance, they could launch a 'New You' campaign that features success stories from current clients, aiming for a 15% increase in sign-ups for the program within the first two months, generating significant new revenue.

[*] UNIQUE SYNERGY

This partnership uniquely combines the creative marketing expertise of Communicate with the health and wellness focus of Soulfitness, enabling a tailored approach that resonates deeply with health-conscious audiences.

NEXT STEPS:

- 1 Schedule a meeting to discuss Soulfitness's specific marketing needs and goals.
- 2 Develop a marketing proposal that outlines potential campaigns and expected outcomes.
- 3 Begin the design of promotional materials aimed at the upcoming new wellness program launch.

4 Complete Renewal LLC

Health & Wellness

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

Complete Renewal can provide organic skincare products for events and workshops hosted by Communicate, enhancing the experience for attendees while promoting Complete Renewal's offerings.

VALUE: By integrating Complete Renewal's products into marketing workshops, Communicate can attract more attendees and increase workshop revenue by 25%, while Complete Renewal can boost product visibility.

-> WHAT YOU PROVIDE (Vendor)

Communicate Design & Marketing can provide branding and marketing services to Complete Renewal LLC, enhancing their visibility to their target market. Conversely, Complete Renewal can offer Communicate products for promotional events, creating a mutually beneficial exchange.

VALUE: By completing a rebranding project for Complete Renewal, Communicate could potentially increase their client revenue by 20% through enhanced market presence.

[!] PARTNERSHIP SCENARIO

Communicate redesigns Complete Renewal's website, integrating a visually appealing e-commerce section for their skincare products. As a result, within three months of launch, Complete Renewal sees a 30% increase in online sales, generating additional revenue of \$15,000, while Communicate receives a \$5,000 fee for the project and ongoing maintenance.

[*] UNIQUE SYNERGY

The unique synergy lies in Communicate's expertise in marketing specifically geared towards service businesses and the niche market of health-conscious minority women served by Complete Renewal, creating tailored and effective marketing strategies.

NEXT STEPS:

- 1 Schedule a discovery meeting to discuss branding needs and marketing strategies for Complete Renewal.
- 2 Draft a proposal for a comprehensive website redesign, including e-commerce capabilities.
- 3 Outline a joint promotional campaign to launch the new website and products.

<- WHAT THEY PROVIDE (Collaboration)

JAX AI Agency specializes in AI solutions that could enhance the marketing strategies Communicate Design offers to their clients. By integrating AI-driven insights into branding and marketing campaigns, both businesses can create more effective solutions for small businesses in Jacksonville.

VALUE: This collaboration could generate an additional \$10,000 in project fees for both companies over the next quarter, as they can attract more clients with enhanced service offerings.

-> WHAT YOU PROVIDE (Referral)

Communicate Design serves a similar target market as JAX AI Agency, focusing on small businesses looking to modernize. This makes them ideal for referring clients interested in AI solutions.

VALUE: By referring clients in need of AI solutions, Communicate can earn referral fees potentially amounting to \$2,000 per month, enhancing their revenue.

[!] PARTNERSHIP SCENARIO

JAX AI Agency could develop a predictive analytics tool for Communicate Design's clients that analyzes customer behavior. For example, for a local fitness studio, they can create a dashboard that predicts peak class times, allowing Communicate to tailor marketing campaigns effectively. They could charge the fitness studio a combined fee of \$7,500, splitting the revenue after handling the technical and marketing components.

[*] UNIQUE SYNERGY

The unique synergy lies in JAX AI's advanced tech capabilities and Communicate's strong local presence and marketing expertise, allowing them to provide a differentiated service that integrates AI into marketing strategies seamlessly.

NEXT STEPS:

- 1 Schedule a joint brainstorming session to identify specific local businesses that could benefit from AI-enhanced marketing.
- 2 Develop a joint marketing campaign highlighting the new AI tool to target small businesses in Jacksonville.
- 3 Create a pilot project with a local client to showcase the results and gather testimonials.

<- WHAT THEY PROVIDE (partner)

Flow's coaching services could greatly benefit from Communicate's marketing expertise, especially as Flow seeks to enhance its marketing outreach. In return, Communicate could leverage Flow's coaching to offer additional value to their clients, enriching their service portfolio.

VALUE: By partnering, Flow could see a 30% increase in client acquisition through improved marketing strategies, while Communicate can enhance its service offerings with coaching, appealing to a wider audience.

-> WHAT YOU PROVIDE (Referral)

Communicate serves a target market that includes founders and solo entrepreneurs, who may benefit from Flow's coaching services. Referring clients to Flow can enhance Communicate's relationship with its clients by providing them with additional resources.

VALUE: Communicate could add value to its client relationships, potentially leading to a 15% increase in client retention and satisfaction by providing referrals to Flow's coaching services.

[!] PARTNERSHIP SCENARIO

Flow and Communicate could launch a joint workshop titled 'Market Your Mindset: Coaching for Entrepreneurs'. In this workshop, Flow would provide coaching techniques while Communicate assists with branding and marketing tactics. They could charge \$300 per participant, aiming for 20 participants which would generate \$6,000 to be shared between them.

[*] UNIQUE SYNERGY

This partnership uniquely combines coaching with marketing, offering entrepreneurs a holistic approach to grow their businesses, which neither service can fully provide alone.

NEXT STEPS:

- 1 Schedule a strategy meeting next week to outline the workshop details.
- 2 Develop a joint marketing plan to promote the 'Market Your Mindset' workshop across both businesses' channels.
- 3 Identify potential venues and date options for the first workshop.

7 Jazzi's Creations

Events & Gifts

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Both businesses target similar demographics, particularly service businesses and families looking for personalized gifts. Jazzi's Creations can refer clients needing marketing strategies to Communicate Design, while Communicate can suggest Jazzi's creative workshops for team building and client gifts.

VALUE: Increased client base for both businesses, potentially generating an additional \$10,000 in referrals annually.

-> WHAT YOU PROVIDE (Collaboration)

Communicate Design can enhance Jazzi's online presence through branding and a website overhaul, while Jazzi can provide unique, personalized gifts for Communicate's clients. This creates a win-win scenario where both businesses can elevate their brand offerings.

VALUE: This collaboration could lead to a revenue increase of \$15,000 annually from new clients attracted by improved marketing and online presence.

[!] PARTNERSHIP SCENARIO

Jazzi's Creations could host a craft night for local entrepreneurs organized by Communicate Design. Attendees would create personalized promotional items while learning about branding, creating a fun atmosphere that fosters networking. Communicate would promote their marketing services during the event, leading to immediate consultations from engaged participants.

[*] UNIQUE SYNERGY

The unique pairing of Jazzi's craft-focused services with Communicate's marketing expertise allows for creative marketing solutions that stand out in the local Jacksonville market.

NEXT STEPS:

- 1 Set up a referral agreement where each business provides a discount to referred clients.
- 2 Organize a joint marketing campaign highlighting the benefits of both services.
- 3 Schedule a monthly networking event to showcase each other's offerings.

8 Bluebird Health Partners

Technology

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Bluebird Health Partners targets healthcare solution providers, while Communicate Design & Marketing serves various entrepreneurs including those in the healthcare space. They can refer clients to each other without competing, as their services complement rather than overlap.

VALUE: By referring clients, Bluebird can offer enhanced marketing solutions to their healthcare clients, while Communicate gains access to a niche market in healthcare startups, potentially increasing their client base significantly.

-> WHAT YOU PROVIDE (Referral)

Communicate Design serves a wide range of entrepreneurs, including those in the healthcare sector. They can refer clients who require strategic consulting to Bluebird Health Partners, enhancing the service offerings for their clients.

VALUE:

This referral relationship can lead to a steady stream of healthcare startups needing consulting services, which could translate into an increased revenue stream for Bluebird while providing Communicate's clients with comprehensive solutions.

[!] PARTNERSHIP SCENARIO

Bluebird Health Partners identifies a healthcare startup needing branding and marketing services and refers them to Communicate Design. In return, Communicate encounters a service business focused on healthcare that needs strategic consulting, creating a reciprocal referral loop that could generate \$10,000+ in new contracts for both firms over the next quarter.

[*] UNIQUE SYNERGY

The unique pairing between a healthcare consulting firm and a marketing agency allows for specialized marketing strategies tailored specifically for healthcare startups, something generic marketing agencies may overlook.

NEXT STEPS:

- 1 Schedule a meeting to discuss referral processes and identify mutual clients.
- 2 Create a referral agreement outlining commission structures for each referred client.
- 3 Develop co-branded marketing materials that highlight the benefits of their combined services.

9 Enriquez Aesthetics

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

Enriquez Aesthetics requires marketing services to improve its brand visibility and attract clients, which makes Communicate an ideal vendor. Conversely, Communicate can use high-quality visuals and branding from Enriquez Aesthetics to enhance its portfolio, making both businesses stronger.

VALUE: Enriquez Aesthetics can increase brand awareness leading to an anticipated 20% rise in new clientele, while Communicate can showcase a luxury brand in its portfolio, attracting similar high-end clients.

-> WHAT YOU PROVIDE (Referral)

Both businesses target individuals and entrepreneurs, but they serve different needs which allows for referrals. Communicate can refer clients with skincare needs to Enriquez Aesthetics, while Enriquez can refer clients needing branding or marketing services.

VALUE: This referral relationship can lead to increased clientele for both parties, potentially generating an additional \$10,000 in revenue annually for each business through cross-referrals.

[!] PARTNERSHIP SCENARIO

Enriquez Aesthetics hires Communicate to design a new logo and marketing materials for a spring promotional campaign targeting skincare enthusiasts. They agree on a \$3,000 fee for the project, and in return, Communicate features a case study on their website, showcasing the brand transformation and boosting their own visibility.

[*] UNIQUE SYNERGY

The unique synergy lies in Enriquez Aesthetics' focus on luxury services, which can elevate Communicate's brand image and attract more upscale clients looking for premium marketing solutions.

NEXT STEPS:

- 1 Schedule an initial consultation between Bianca and Kate to discuss branding needs.
- 2 Draft a project proposal outlining the scope, deliverables, and timelines for the logo and marketing materials.
- 3 Set a timeline for the promotional campaign launch to align marketing and design efforts.

10 Celebrate & Smile International Steppers

Arts & Creative

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Celebrate & Smile International Steppers targets companies looking to enhance employee relations, which aligns with Communicate's focus on service businesses and non-profits that may seek employee engagement strategies. They can refer clients to each other without competing.

VALUE: Increased client base and potential revenue from referrals; for instance, if Celebrate refers just 5 clients to Communicate for branding, it could yield \$10,000 in new business.

-> WHAT YOU PROVIDE (Collaboration)

Communicate can enhance its service offerings by incorporating Celebrate's dance workshops into team-building and employee engagement packages, creating a unique product that appeals to their shared target markets.

VALUE: This collaboration could lead to new service packages that generate an additional \$15,000 in revenue for Communicate through bundled offerings, while Celebrate gains exposure to new corporate clients.

[!] PARTNERSHIP SCENARIO

Celebrate & Smile could refer a local non-profit seeking branding help to Communicate. In return, Communicate can promote Celebrate's dance workshops as a unique employee engagement tool to its clients. This creates a win-win where both businesses can leverage each other's networks.

[*] UNIQUE SYNERGY

This pairing is unique because Celebrate specializes in enhancing employee engagement through dance, while Communicate focuses on branding and marketing for businesses, allowing them to create a holistic employee enhancement experience.

NEXT STEPS:

- 1 Set up a meeting between Tiffany and Kate to discuss referral strategies.
- 2 Create a shared document detailing referral processes and client needs.
- 3 Develop co-branded marketing materials promoting each other's services.

11 We buy any house

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

We Buy Any House could benefit from branding and marketing services provided by Communicate Design & Marketing to enhance their visibility and reach among distressed property sellers.

VALUE: By utilizing Communicate's services, We Buy Any House could improve its branding and marketing strategy, potentially increasing sales and operational efficiency.

-> WHAT YOU PROVIDE (Referral)

Communicate Design & Marketing targets founders and solo entrepreneurs, many of whom may need to sell properties quickly due to financial constraints. We Buy Any House serves individuals looking to sell distressed properties, making them a good fit for referrals from Communicate.

VALUE: By referring clients to We Buy Any House, Communicate can earn referral fees, while We Buy Any House gains access to a steady stream of potential sellers, increasing their client base.

[!] PARTNERSHIP SCENARIO

Communicate can create a targeted email campaign promoting We Buy Any House's services to its clients who may be facing financial difficulties. For every referral that results in a sale, Communicate receives a \$1,000 referral fee, which could translate to significant income if they refer multiple clients.

[*] UNIQUE SYNERGY

This pairing uniquely combines marketing expertise with real estate solutions, allowing Communicate to offer a comprehensive service to clients who may be navigating challenging financial situations, while enhancing We Buy Any House's visibility among

a relevant audience.

NEXT STEPS:

- 1 Develop a referral agreement outlining commission structures between both businesses.
- 2 Create co-branded marketing materials that highlight the benefits of We Buy Any House's services for Communicate's clients.
- 3 Launch an initial marketing campaign targeting Communicate's existing client base to gauge interest.

12 Jamz Trainings

Health & Wellness

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Jamz Trainings serves a target market that includes middle-age recreational athletes, many of whom may be entrepreneurs or involved in service industries. They can refer clients who need marketing and branding services to Communicate Design.

VALUE: Jamz Trainings can enhance its service offering by providing clients with access to marketing expertise, while Communicate can gain new clients from a demographic that values health and wellness.

-> WHAT YOU PROVIDE (Referral)

Communicate Design & Marketing targets founders and service businesses, which includes fitness professionals like personal trainers. Jamz Trainings can refer clients looking for branding and marketing support, while Communicate can refer clients in need of personal training.

VALUE: Both businesses can tap into each other's client base, potentially increasing their customer acquisition by 20-30%. This can lead to significant revenue growth, especially in the health and wellness sector.

[!] PARTNERSHIP SCENARIO

Communicate Design creates a promotional marketing package for Jamz Trainings, including social media content and a website update. In return, Jamz Trainings features Communicate's services in their client newsletters and social media posts, generating new leads for both businesses. They agree to track referrals and each earn a commission of 10% on any new clients brought in through this partnership.

[*] UNIQUE SYNERGY

This pairing stands out because it combines the creative marketing expertise of Communicate with the specialized health and wellness focus of Jamz Trainings, appealing to clients who are looking for a holistic approach to their personal branding and fitness.

NEXT STEPS:

- 1 Set up an introductory meeting between Kate and James to discuss mutual referral strategies.
- 2 Develop a joint marketing package that outlines benefits for clients of both businesses.
- 3 Create a tracking system for referrals and commissions to ensure accountability and transparency.

13 Be Present Detalles

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

Be Present Detalles can provide event planning services for Communicate Design & Marketing's marketing events or client gatherings, enhancing Communicate's service offerings. This can also help Be Present Detalles gain exposure to new clients.

VALUE: Communicate can enhance their client events, potentially increasing attendance by 25%, leading to at least \$10,000 in new client projects from increased engagement.

-> WHAT YOU PROVIDE (Vendor)

Communicate Design & Marketing can provide branding and website services to Be Present Detalles, enhancing their

online presence and marketing efforts. In return, Be Present Detalles can refer clients who are looking for marketing services.

VALUE: Potential for Communicate to secure 5 new clients from Be Present's referrals, generating an estimated \$15,000 in revenue.

[!] PARTNERSHIP SCENARIO

Be Present Detalles can hire Communicate to revamp their website and create a new branding strategy for their event services. This could include developing a fresh logo and visually appealing website that showcases their events. The new site could lead to a 30% increase in client inquiries within the first three months after launch.

[*] UNIQUE SYNERGY

The unique pairing of a design-focused marketing agency with an experiential event service allows for a cohesive brand experience, where the aesthetics of events are matched by strong online branding.

NEXT STEPS:

- 1 Schedule a meeting to discuss specific branding needs for Be Present Detalles.
- 2 Create a proposal for a website redesign that highlights Be Present's event offerings.
- 3 Set up a referral program where Be Present can earn a discount on services for each client they refer to Communicate.

14 Free Agents Inc

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

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: 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%.

-> WHAT YOU PROVIDE (Referral)

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

[!] PARTNERSHIP SCENARIO

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.

[*] UNIQUE SYNERGY

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.

NEXT STEPS:

- 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.

<- WHAT THEY PROVIDE (Vendor)

WhitBits could provide cookies for events that Communicate organizes for its clients, enhancing the overall experience. This creates a vendor relationship where WhitBits supplies products directly to Communicate's events.

VALUE: WhitBits could secure consistent orders from Communicate for events, potentially leading to an additional \$1,000 in revenue per month during peak event seasons.

-> WHAT YOU PROVIDE (Referral)

Communicate Design & Marketing targets founders and entrepreneurs, which aligns with WhitBits Cookies' market of corporate professionals and event planners. They can refer clients to each other, as office events or corporate meetings often require catering, including desserts like cookies.

VALUE: By referring clients back and forth, both businesses can increase their client base, leading to an estimated increase in revenue by 20-30% for each business through new leads.

[!] PARTNERSHIP SCENARIO

Communicate could recommend WhitBits Cookies to its clients who are planning events or meetings, such as a local startup launching a new product. In return, WhitBits could feature Communicate's branding services on their website, showcasing how excellent branding can enhance the appeal of their cookie offerings for corporate gifting.

[*] UNIQUE SYNERGY

This pairing is unique as Communicate can enhance WhitBits' branding and marketing reach, while WhitBits can provide tangible products that Communicate's clients can use for promotions or events, creating a symbiotic relationship.

NEXT STEPS:

- 1 Schedule a meeting between Kate and Whitney to discuss potential referral strategies.
- 2 Create a referral program that includes special discounts or offers for clients referred by either business.
- 3 Develop co-branded marketing materials that highlight the partnership and its benefits.

<- WHAT THEY PROVIDE (Referral)

The P-Way Solutions targets businesses that could benefit from improved marketing services, allowing them to refer their clients to Communicate Design & Marketing without any competitive overlap. This can create a steady stream of referrals for both businesses.

VALUE: By referring clients to Communicate, The P-Way could earn a referral fee or commission, potentially increasing their revenue by 10% as they offer complementary services.

-> WHAT YOU PROVIDE (Vendor)

Communicate Design & Marketing can provide marketing and branding services to enhance The P-Way Solutions' visibility and brand presence in the real estate sector. This partnership aligns well because The P-Way Solutions is in need of marketing support to attract more clients.

VALUE: By engaging Communicate for a targeted marketing campaign, The P-Way Solutions could increase its client inquiries by 30%, translating to potential revenue growth of \$15,000 based on their current contract values.

[!] PARTNERSHIP SCENARIO

Communicate could design a comprehensive marketing strategy for The P-Way Solutions, including a new website and social media campaign targeting local businesses. They could launch a joint promotional event showcasing their services, where Communicate handles branding and design, while The P-Way provides live demonstrations of their janitorial services. This could generate new business leads for both parties.

[*] UNIQUE SYNERGY

This pairing is unique as it combines the creative marketing expertise of Communicate with the operational service offering of The P-Way, allowing for a tailored approach that addresses both visibility and service delivery in a competitive market.

NEXT STEPS:

- 1 Schedule an initial consultation between Kate Reeve and Pervis Lowman to discuss The P-Way's branding needs.
- 2 Develop a proposal for a marketing campaign that includes a revamped website and social media content.
- 3 Plan a joint promotional event to showcase both businesses and attract potential clients.

17 Relax Relate & Release

Health & Wellness

80%

-> One-way

-> WHAT YOU PROVIDE (Collaboration)

Communicate Design & Marketing can create a targeted marketing campaign for Relax Relate & Release aimed at veterans. This will help Relax Relate & Release to increase their visibility among their target market while Communicate gains a case study to showcase their expertise in the health and wellness sector.

VALUE: By collaborating, Relax Relate & Release can potentially increase their client base by 25% within six months, while Communicate can charge around \$5,000 for the marketing campaign, thus generating revenue.

[!] PARTNERSHIP SCENARIO

Communicate will design a campaign that includes social media ads and a dedicated landing page focusing on the benefits of massage therapy for veterans. They will hold a launch event at Relax Relate & Release's studio where they invite local veterans to experience free massage sessions. Each veteran who attends will be given a discount voucher for their next visit, helping both businesses attract new clients and create community goodwill.

[*] UNIQUE SYNERGY

The unique synergy lies in the specific targeting of veterans, where Communicate can leverage its marketing expertise to reach a niche audience that Relax Relate & Release already serves, enhancing both brand visibility and community impact.

NEXT STEPS:

- 1 Schedule a meeting between Kate and Hazel to discuss marketing campaign ideas.
- 2 Develop a marketing strategy and timeline for the campaign launch.
- 3 Plan the logistics for the launch event including dates, promotions, and materials needed.

18 Genuines Coaching & Consulting

Technology

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Genuines Coaching targets C-suite executives and small business owners who often need branding and marketing strategies, making them a potential source of referrals for Communicate.

VALUE: By referring clients needing marketing services to Communicate, Genuines can enhance its service offering and potentially increase its revenue by 10% through commission agreements.

-> WHAT YOU PROVIDE (Referral)

Communicate Design & Marketing targets founders and solo entrepreneurs, while Genuines Coaching & Consulting focuses on C-suite and small business owners. There is significant overlap in clientele, especially as founders often transition to executive roles, making referrals beneficial.

VALUE: By referring clients to each other, both businesses could increase their client base by 15-20%, leading to potential revenue increases of \$10,000 each in the next quarter.

[!] PARTNERSHIP SCENARIO

Kate from Communicate sends out a monthly newsletter featuring Genuines Coaching's services, highlighting a case study where Reden helped a local startup increase its market reach. In return, Reden includes a mention of Communicate's branding services in his coaching sessions, providing leads for both businesses.

[*] UNIQUE SYNERGY

The pairing is unique because they can effectively serve at different stages of a business's lifecycle, from inception (Communicate) to growth and leadership development (Genuines). This creates a seamless referral pathway for clients.

NEXT STEPS:

- 1 Set up a monthly referral agreement to track leads exchanged.
- 2 Create joint marketing materials that highlight each other's services.
- 3 Host a webinar together focusing on branding and leadership strategies for startups.

19 Simple Creations By T

Professional Services

80%

-> One-way

-> WHAT YOU PROVIDE (Collaboration)

The services offered by both businesses complement each other well. Communicate can enhance the marketing strategy for Simple Creations, while Simple Creations can provide unique promotional materials that Communicate can offer to its clients.

VALUE: A collaborative project could increase sales for Simple Creations by up to 30% during event seasons, while Communicate can enhance its portfolio with high-impact, visually appealing marketing materials.

[!] PARTNERSHIP SCENARIO

Communicate Design could create a marketing campaign for Simple Creations' new line of custom gifts for weddings. They could design an online promotional strategy that includes social media graphics and website updates while Simple Creations provides exclusive discounts for Communicate's clients. For instance, they launch a campaign for wedding planners, where Communicate markets the products, and both businesses share the resulting revenue from orders placed through this campaign.

[*] UNIQUE SYNERGY

This partnership stands out because it not only combines marketing and product design but also taps into the emotional aspect of milestone celebrations, making the offerings more appealing to a shared audience.

NEXT STEPS:

- 1 Brainstorm specific wedding-themed product ideas and marketing strategies in a joint planning session.
- 2 Create a timeline for launching the marketing campaign targeting wedding planners.
- 3 Develop a shared digital platform to showcase the collaboration and track sales metrics.

20 ALYS Always Love Yourself

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

ALYS Always Love Yourself targets mature women who may also be interested in starting their own businesses, making them a potential source of referrals for Communicate's marketing services.

VALUE: By referring clients to Communicate, ALYS can provide added value to their customers while earning a referral fee, potentially increasing ALYS's revenue by 15% through new partnerships.

-> WHAT YOU PROVIDE (Vendor)

Communicate Design & Marketing can provide branding and marketing services to ALYS Always Love Yourself, enhancing their visibility among their target market of mature women. Conversely, ALYS can supply skincare products to Communicate for promotional events, which would enhance the branding efforts of both businesses.

VALUE: By providing branding services, Communicate can help ALYS increase their customer base potentially by 20%, while ALYS can provide product samples to Communicate's clients, enhancing their service offerings.

[!] PARTNERSHIP SCENARIO

Communicate could create a marketing campaign for ALYS featuring a 'Spring Skincare Refresh' event. This would include designing promotional materials, setting up social media ads, and organizing a small in-store event where attendees can

sample products. The campaign could generate \$10,000 in sales for ALYS and position Communicate as a key player in the beauty industry.

[*] UNIQUE SYNERGY

The combination of design and marketing expertise from Communicate with the unique skincare products from ALYS creates a compelling offering that can tap into the growing demand for personalized beauty experiences for mature women.

NEXT STEPS:

- 1 Schedule a meeting between Kate Reeve and Cenita Williamson to discuss branding needs and product offerings.
- 2 Develop a joint marketing plan for an upcoming event or promotion, including specific deliverables and timelines.
- 3 Identify mutual connections in the local beauty industry to co-promote services and products.

21 Big Rig Compliance Pros

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

Big Rig Compliance Pros needs effective marketing strategies to reach their target market of truck drivers and fleet owners. By engaging Communicate for branding and marketing strategy, they can enhance their visibility and attract more clients.

VALUE: Investing in a targeted marketing campaign could increase Big Rig Compliance Pros' client base by 20%, potentially adding \$2,000 in monthly revenue.

-> WHAT YOU PROVIDE (Referral)

Communicate Design & Marketing focuses on service businesses, which aligns with the target market of Big Rig Compliance Pros. By referring clients who need compliance assistance, Communicate can build trust and rapport with its clientele while Big Rig Compliance Pros gains new customers.

VALUE: For every referral, Communicate can earn a 10% commission on the first month's fees from new clients, potentially generating an additional \$1,000 monthly.

[!] PARTNERSHIP SCENARIO

Communicate could feature Big Rig Compliance Pros in their newsletter, highlighting the importance of compliance for small trucking businesses. In return, Big Rig Compliance Pros shares Communicate's branding services on their social media, creating a reciprocal referral system that drives traffic and leads for both businesses.

[*] UNIQUE SYNERGY

Both businesses are service-oriented and cater to entrepreneurs, allowing for a seamless integration of services that enhances client satisfaction. This partnership uniquely combines marketing expertise with compliance support, creating a comprehensive service package for their shared audience.

NEXT STEPS:

- 1 Set up an introductory meeting between Kate and Sherika to discuss referral terms.
- 2 Create a co-branded promotional piece to distribute to both client lists outlining the referral program.
- 3 Track referrals and commissions using a shared spreadsheet to ensure transparency and accountability.

<- WHAT THEY PROVIDE (Referral)

Noseniorleftbehindfl.org serves seniors who may need marketing services for their own small businesses or initiatives, thus providing a referral avenue for Communicate Design & Marketing.

VALUE: For every referral, Noseniorleftbehindfl.org could earn a commission from Communicate, while Communicate gains access to a niche market of senior entrepreneurs, potentially leading to multiple new clients.

-> WHAT YOU PROVIDE (Vendor)

Communicate Design & Marketing can provide branding and marketing services to Noseniorleftbehindfl.org, enhancing their visibility to potential clients and funding sources. In turn, Noseniorleftbehindfl.org can give Communicate access to their unique market segment.

VALUE: By enhancing Noseniorleftbehindfl.org's brand, Communicate could potentially earn \$5,000 in fees while opening up new marketing opportunities for future senior-focused projects.

[!] PARTNERSHIP SCENARIO

Communicate could redesign Noseniorleftbehindfl.org's website to be more user-friendly and visually appealing, ensuring it effectively communicates services to seniors and their families. They could also create a series of targeted social media campaigns to attract funding and clients, aiming for a \$5,000 project fee to be split from any new donations received from these efforts.

[*] UNIQUE SYNERGY

This pairing is unique because Communicate has the design expertise to create impactful materials that resonate specifically with the senior demographic, while Noseniorleftbehindfl.org has direct access to the target audience that Communicate aims to reach.

NEXT STEPS:

- 1 Schedule a meeting between Kate Reeve and Wanda K Jackson to discuss branding needs.
- 2 Outline a proposal for a website redesign and social media strategy tailored for Noseniorleftbehindfl.org.
- 3 Set a timeline for the project kickoff, with milestones for deliverables.

<- WHAT THEY PROVIDE (Referral)

Connections to the Nations can refer businesses they work with to Communicate for their branding and marketing needs, as both serve the entrepreneurial and small business community.

VALUE: By referring clients to Communicate, Connections to the Nations can facilitate marketing support for local businesses, while earning a referral fee of approximately 10% on each successful contract.

-> WHAT YOU PROVIDE (Vendor)

Communicate Design & Marketing can provide branding and marketing services to Connections to the Nations for their community fairs. This would enhance the visibility of the fairs and attract more attendees, benefiting both businesses.

VALUE: By providing marketing materials and branding strategies, Communicate can help Connections to the Nations increase event attendance by at least 30%, translating to higher revenue from vendors and sponsors.

[!] PARTNERSHIP SCENARIO

For the upcoming community fair, Communicate could design a full suite of promotional materials-banners, flyers, and social media graphics. They could also run a targeted online ad campaign to promote the event, aiming to boost attendance from 200 to 300 people. The success of this event could generate \$3,000 in vendor fees for Connections to the Nations, while Communicate secures a \$1,500 project fee.

[*] UNIQUE SYNERGY

The unique synergy lies in their complementary strengths; while Communicate excels in marketing and design, Connections to the Nations has established community ties and event expertise, creating a powerful combination for successful outreach.

NEXT STEPS:

- 1 Schedule an initial meeting to discuss the upcoming community fair's marketing needs.
- 2 Develop a proposal outlining specific branding and promotional services for the fair.
- 3 Create a timeline for deliverables and set milestones to track progress leading up to the event.

24 JPO Logistics LLC

Logistics

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

JPO Logistics serves shippers and owner-operators who may also need marketing and branding services, which Communicate provides. By referring clients to each other, they can both expand their customer bases without competing directly.

VALUE: Increased client acquisition for both businesses, potentially generating \$10,000 in new revenue over the next quarter from referrals.

-> WHAT YOU PROVIDE (Vendor)

Communicate Design can provide marketing services to JPO Logistics, enhancing JPO's visibility among shippers and owner-operators. This collaboration allows JPO to improve branding while Communicate can gain a steady client.

VALUE: By improving its online presence through a new website and marketing materials, JPO could increase its client inquiries by 30%, leading to an estimated additional \$20,000 in revenue over six months.

[!] PARTNERSHIP SCENARIO

JPO Logistics can refer its shipping clients who need marketing support to Communicate Design. For instance, if a client wants to boost their online presence, JPO can introduce them to Communicate, earning a referral fee. This could result in JPO earning \$2,000 for every successful referral, while Communicate increases its client base.

[*] UNIQUE SYNERGY

The unique synergy lies in JPO's direct access to a niche market of logistics clients who are often in need of branding and marketing services, allowing Communicate to tap into a specialized sector.

NEXT STEPS:

- 1 Set up a referral agreement outlining commissions for successful leads.
- 2 Create promotional materials highlighting Communicate's services for JPO to share with its clients.
- 3 Schedule a joint webinar to educate both client bases on the importance of marketing in logistics.

25 IV Creative

Marketing & Design

75%

<-> Bidirectional

<- WHAT THEY 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.

-> WHAT YOU 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.

[!] 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.

26 Genuines Coaching & Consulting

Technology

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (partner)

Genuines Coaching & Consulting provides coaching and training services that can complement the marketing strategies offered by Communicate Design & Marketing. Together, they can create a comprehensive package that offers both business development and marketing solutions to their clients.

VALUE: By collaborating, they can target a wider audience of business owners and corporate executives, potentially increasing sales by 20% through joint offerings.

-> WHAT YOU PROVIDE (Referral)

Communicate Design & Marketing serves solo entrepreneurs and service businesses that often require coaching and training to enhance their business operations, making Genuines Coaching a suitable referral partner.

VALUE: Communicate can refer clients to Genuines, enhancing their service offerings while earning referral fees, potentially increasing their client base by 15%.

[!] PARTNERSHIP SCENARIO

Genuines Coaching could launch a 'Business Growth Package' with Communicate Design, where they co-host a workshop series for small business owners. Each workshop would include a coaching session on business strategy by Genuines and a session on branding and marketing by Communicate. They could charge \$300 per participant, aiming for 20 participants per session, with both companies sharing the revenue.

[*] UNIQUE SYNERGY

The combination of coaching expertise and marketing design creates a unique offering that addresses both the strategic and creative needs of businesses, making it a one-stop solution for growth.

NEXT STEPS:

- 1 Schedule a brainstorming session to outline potential workshop topics and logistics.
- 2 Develop a joint marketing plan targeting local businesses to promote the 'Business Growth Package'.
- 3 Create promotional materials highlighting the benefits of the combined services.

<- WHAT THEY PROVIDE (Vendor)

The Collective Om can benefit from Communicate Design & Marketing's expertise in creating targeted marketing strategies that align with their health and wellness services. This relationship will help The Collective Om reach their target market more effectively.

VALUE: By utilizing Communicate's marketing services, The Collective Om could see a potential increase in client acquisition by 30%, leading to an estimated revenue boost of \$15,000 annually.

-> WHAT YOU PROVIDE (Referral)

Communicate Design & Marketing serves a target market that includes service businesses and solo entrepreneurs who may benefit from holistic health services. Referring clients for wellness services can enhance Communicate's value proposition.

VALUE: By referring clients to The Collective Om, Communicate can add value to their services, potentially increasing client retention and attracting new clients, which can translate into a revenue increase of 20%, estimated at \$10,000 annually.

[!] PARTNERSHIP SCENARIO

The Collective Om hires Communicate to develop a social media marketing campaign targeting women aged 20-60, focusing on holistic health benefits. This includes designing eye-catching graphics and creating a content calendar for a three-month engagement. The campaign results in a 50% increase in inquiries for their services, translating to significant new client sign-ups.

[*] UNIQUE SYNERGY

This pairing is unique because The Collective Om's personalized wellness approach can be effectively showcased through Communicate's tailored marketing strategies, creating a strong narrative that resonates with potential clients seeking holistic health.

NEXT STEPS:

- 1 Schedule a meeting between Ashlyn Schwartz and Kate Reeve to discuss marketing needs and strategy.
- 2 Create a project brief outlining specific goals for the marketing campaign.
- 3 Develop a timeline and budget for the marketing services to be provided.

<- WHAT THEY PROVIDE (Vendor)

MyahnArt can utilize Communicate's marketing services to improve its visibility and attract clients in need of beautification. This is especially beneficial since MyahnArt is actively seeking marketing support.

VALUE: Engaging Communicate can increase MyahnArt's client inquiries by 30%, leading to higher project engagement and potential revenue increases of \$5,000 monthly.

-> WHAT YOU PROVIDE (Referral)

Both businesses target similar clientele, particularly service-oriented entrepreneurs and event planners. While Communicate focuses on marketing strategy and branding, MyahnArt provides unique artistic services that can enhance the branding efforts of their shared customers.

VALUE: By referring clients to each other, both businesses can increase their client base and revenue, potentially boosting income by 20% through cross-referrals.

[!] PARTNERSHIP SCENARIO

Communicate sends referrals to MyahnArt for clients looking to enhance their brand aesthetics through custom murals or live painting at events. For example, a startup in Jacksonville launching a new office could receive a branding package from Communicate and be referred to MyahnArt for a mural that represents their company values, leading to a \$3,000 project for

MyahnArt and a stronger branding case study for Communicate.

[*] UNIQUE SYNERGY

The uniqueness of this pairing lies in the blend of strategic branding and creative artistry, allowing for a comprehensive approach to client needs that neither can achieve alone.

NEXT STEPS:

- 1 Set up a referral agreement where both businesses provide a discount or bonus for referred clients.
- 2 Create a joint marketing initiative highlighting case studies of successful brand enhancements through art.
- 3 Schedule a quarterly meeting to discuss leads and optimize referral processes.

29 **Grayland**
Real Estate

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Grayland serves commercial lenders and property owners who might require marketing services for their real estate listings. By referring these clients to Communicate for branding and design services, Grayland can enhance their service offering.

VALUE: Grayland can improve their service portfolio by providing clients with access to marketing expertise that can help them promote properties, while Communicate gains new clients and enhances their visibility in the real estate market.

-> WHAT YOU PROVIDE (Referral)

Communicate Design & Marketing focuses on service businesses and non-profits, which aligns with the typical client base of Grayland. As Communicate works with founders and entrepreneurs, they can refer their clients needing commercial real estate appraisal services to Grayland.

VALUE: By referring clients to Grayland, Communicate can enhance their service offerings and potentially earn referral fees, while Grayland gains access to a pool of clients seeking appraisal services.

[!] PARTNERSHIP SCENARIO

When a startup founder that Communicate is working with needs to appraise a property for a new office, Communicate connects them with Grayland. In return, for every successful referral, Communicate receives a 10% commission on the appraisal fee, creating a win-win situation.

[*] UNIQUE SYNERGY

This partnership uniquely leverages Communicate's established relationships with burgeoning businesses that might require commercial spaces, thus creating a direct line of referral that neither company could efficiently reach alone.

NEXT STEPS:

- 1 Communicate should create a dedicated brochure highlighting Grayland's appraisal services to distribute to clients.
- 2 Set up a monthly meeting to discuss potential referrals and track the success of referrals made.
- 3 Establish a structured referral agreement detailing commission rates and payment terms.

<- WHAT THEY PROVIDE (Referral)

Aspirations Behavioral Health serves clients who may also need branding and marketing services as they embark on personal or business ventures. By referring clients to Communicate Design, they can provide additional value to their clients while supporting their own business growth.

VALUE: Aspirations could refer clients who are starting new businesses or projects, potentially increasing Communicate's client base by 15%. In turn, for each referral that converts, Aspirations could receive a small fee or service credit.

-> WHAT YOU PROVIDE (Referral)

Both businesses target individuals and groups that seek to improve their lives-Aspirations Behavioral Health for mental wellness and Communicate Design for branding and marketing services. By referring clients to one another, they can enhance their service offerings without overlapping competition.

VALUE: Communicate Design could gain new clients who are seeking mental health services, potentially increasing their client base by 20%. Aspirations could receive a stream of referrals from Communicate's network, expanding their reach in the local community.

[!] PARTNERSHIP SCENARIO

Communicate Design creates a digital marketing campaign promoting mental health awareness, which includes a call to action for Aspirations Behavioral Health's services. For every new client referred to Aspirations through this campaign, they agree to split the revenue generated from consultations. This campaign could generate an additional \$10,000 in revenue for both businesses over three months.

[*] UNIQUE SYNERGY

This partnership uniquely combines marketing expertise with mental health services, fostering a holistic approach to personal and professional development that neither can achieve alone. It enhances community well-being while expanding both businesses' client reach.

NEXT STEPS:

- 1 Set up an introductory meeting between Kate and Kristian to discuss the referral framework.
- 2 Develop a co-branded marketing piece that highlights mental wellness and branding benefits to distribute within their networks.
- 3 Create a referral tracking system to monitor leads and follow-up on new client conversions.