

BUSINESS RELATIONSHIP ANALYSIS

O r g a n i z e D e s i g n C r e a t e ! " f l o w

2 Relationships Identified

BUSINESS PROFILES

Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

REFERRAL 1/2

80% conf

flow !' O r g a n i z e D e s i g n C r e a t e

Reasoning:

Flow provides coaching services which can be valuable for entrepreneurs and small businesses, the exact target market of Organize Design Create. By referring clients to one another, both businesses can expand their client base without competing directly.

Value Proposition:

Increased client acquisition potential for both businesses, leading to an estimated revenue increase of 15% through mutual referrals.

Collaboration Example:

Miguel from Flow can refer his coaching clients who need marketing support to Victoria at Organize Design Create. For instance, a startup client of Flow looking to establish their brand identity could be referred to Victoria, who can then create a tailored marketing plan. If this referral leads to a \$3,000 project, both businesses could agree on a referral fee structure that provides Miguel with a 10% commission.

Synergy Potential:

The unique synergy lies in the shared focus on entrepreneurs and small businesses, creating a seamless support system where clients can receive comprehensive coaching and marketing services, making their growth journey smoother.

Action Items:

1. Set up a referral agreement outlining commission structures for mutual referrals.
2. Host a joint webinar targeting entrepreneurs, showcasing coaching and marketing strategies.
3. Create a shared marketing flyer detailing both services to hand out at local networking events.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

70% conf

Organize Design Create! flow

Reasoning:

Organize Design Create can provide marketing services to Flow, helping them enhance their visibility and attract more clients. This is particularly relevant as Flow has a current need for marketing.

Value Proposition:

By investing in tailored marketing services, Flow could see a 20% increase in new coaching clients within the first quarter, translating into a potential revenue increase of \$5,000.

Collaboration Example:

Victoria could create a targeted social media campaign for Flow that highlights success stories from coaching clients. For example, a campaign featuring video testimonials from satisfied clients could be launched, driving traffic to Flow's website and resulting in a surge of inquiries. If the campaign costs \$1,500, Flow could expect a substantial return on investment through new client sign-ups.

Synergy Potential:

This relationship is unique because it merges coaching expertise with marketing strategy, allowing Flow to leverage Organize Design Create's creative strengths to effectively communicate the value of their services.

Action Items:

1. Schedule an initial consultation to discuss Flow's marketing needs and set clear objectives.
2. Develop a comprehensive marketing strategy that includes social media, email campaigns, and event promotions.
3. Implement a tracking system to measure the effectiveness of the marketing efforts and adjust strategies accordingly.

Value: HIGH

MUTUAL BENEFIT