

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !” Organize De

2 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

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

COLLABORATION 1/2

85% conf

Communicate Design & Marketing !” Organize Design Create

Reasoning:

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 Proposition:

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

Collaboration Example:

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.

Synergy Potential:

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.

Action Items:

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.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Organize Design Create !' Communicate Design & Marketing

Reasoning:

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 Proposition:

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

Collaboration Example:

Organize Design Create can refer clients who need website development or branding services to Communicate Design & Marketing when they identify that their clients require these services as part of their marketing strategy. For example, if a non-profit client looking to improve their social media presence also needs a new website, Organize can send them to Communicate, ensuring they receive complete service. This referral could result in Communicate gaining two new clients each month.

Synergy Potential:

This referral relationship leverages both businesses' strengths, allowing them to provide holistic solutions to clients while enhancing their own service offerings without stepping on each other's toes.

Action Items:

1. Create a formal referral agreement outlining the terms and benefits for both businesses.
2. Develop a joint marketing piece that highlights both services, which can be distributed to current clients.
3. Set up a monthly review meeting to track referrals and discuss feedback for continuous improvement.

Value: MEDIUM

MUTUAL BENEFIT