

BUSINESS RELATIONSHIP ANALYSIS

Organize Design Create !” Simple Creations

2 Relationships Identified

BUSINESS PROFILES

Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

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

Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

COLLABORATION 1/2

85% conf

Organize Design Create !” Simple Creations By T

Reasoning:

Organize Design Create specializes in marketing for small businesses, while Simple Creations By T offers custom gifts and accessories that can appeal to the same demographic. By collaborating, they can leverage each other's strengths to create unique marketing campaigns that feature Simple Creations' products.

Value Proposition:

Through this collaboration, both businesses can expect increased exposure and sales. For instance, Organize Design Create could secure a 20% increase in client engagement, while Simple Creations could see a 30% boost in orders from targeted marketing efforts.

Collaboration Example:

Organize Design Create could organize a 'Celebrate Your Milestone' event, promoting Simple Creations' custom gifts as perfect keepsakes. They could target local entrepreneurs and nonprofits to attend. Each attendee receives a personalized gift from Simple Creations, and Organize Design Create showcases their marketing expertise through event branding and social media coverage, generating revenue from ticket sales and new leads for both businesses.

Synergy Potential:

The unique synergy lies in their complementary services; Organize Design Create can enhance the visibility of Simple Creations' products through strategic marketing, while Simple Creations can provide tangible promotional items that Organize Design Create can use to attract clients.

Action Items:

1. Schedule a meeting to brainstorm potential joint marketing events.
2. Develop a co-branded promotional campaign for the 'Celebrate Your Milestone' event.
3. Create a social media strategy to highlight the collaboration and engage both customer bases.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Simple Creations By T! Organize Design Create

Reasoning:

While both businesses serve different primary functions, they share a target market of entrepreneurs and small businesses. Simple Creations can refer clients who need marketing services to Organize Design Create, enhancing their offering of personalized gifts with marketing support.

Value Proposition:

By referring clients, Simple Creations can earn a referral fee ranging from 10-15% for each new client that engages Organize Design Create's services, potentially increasing their revenue without additional marketing effort.

Collaboration Example:

When a client orders custom gifts for a corporate event, Simple Creations could suggest Organize Design Create for the event's marketing materials and social media promotion, creating a package deal. This way, both businesses benefit from cross-promotions, with Organize Design Create gaining new clients and Simple Creations boosting sales through referrals.

Synergy Potential:

The synergy here is in their shared commitment to supporting small businesses; by referring clients to each other, they can create a network of services that enhances their offerings and supports their mutual growth.

Action Items:

1. Establish a referral agreement detailing the compensation for referrals.
2. Create joint marketing materials that highlight both services together.
3. Set up a tracking system to monitor referred clients and follow up on leads.

Value: MEDIUM

MUTUAL BENEFIT