

BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers!" Organ

2 Relationships Identified

BUSINESS PROFILES

Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

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

COLLABORATION 1/2

80% conf

Celebrate & Smile International Steppers!" Organize Design Create

Reasoning:

Celebrate & Smile International Steppers can enhance Organize Design Create's marketing campaigns through engaging dance workshops that attract clients. This collaboration would provide a unique offering that combines marketing with experiential learning, appealing to Organize Design Create's target market.

Value Proposition:

By integrating dance workshops into their marketing packages, Organize Design Create can charge a premium for these unique experiences, leading to a projected increase in client engagement and retention, potentially boosting revenue by 20%.

Collaboration Example:

Organize Design Create could host a 'Dance & Design' event where clients participate in a dance workshop led by Celebrate & Smile while learning about branding strategies. This event could attract up to 30 participants, generating \$1,500 in ticket sales and providing valuable networking opportunities for both businesses as they showcase their services to potential clients.

Synergy Potential:

This partnership uniquely blends the arts with business strategy, creating an interactive experience that stands out in the crowded marketing space, thereby enhancing both brands' visibility and appeal.

Action Items:

1. Schedule a joint meeting between Tiffany and Victoria to brainstorm potential event themes and logistics.
2. Develop a marketing plan highlighting the benefits of the 'Dance & Design' event to be shared with both client bases.
3. Set a date for the first event and create promotional materials to launch a targeted campaign.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Organize Design Create !' Celebrate & Smile International Steppers

Reasoning:

Organize Design Create serves a similar clientele who may benefit from the dance enhancement services offered by Celebrate & Smile. By referring clients looking for employee engagement solutions, Organize Design Create can strengthen its client relationships while providing added value.

Value Proposition:

Referring clients to Celebrate & Smile could earn Organize Design Create a referral fee of 10% on any services booked, potentially increasing revenue with each successful referral.

Collaboration Example:

When a startup client of Organize Design Create expresses interest in team-building activities, Victoria can recommend Celebrate & Smile's dance workshops. If the client books a \$1,000 workshop, Organize Design Create would earn a \$100 referral fee, while the startup benefits from enhanced team dynamics.

Synergy Potential:

The referral partnership leverages the complementary nature of dance as a team-building tool, enhancing the employee relations focus of both businesses, which can lead to deeper client engagement and loyalty across sectors.

Action Items:

1. Create a referral agreement outlining commission structures and tracking methods.
2. Develop promotional materials for Organize Design Create to distribute to their clients showcasing Celebrate & Smile's services.
3. Set up a monthly review to discuss referral successes and explore further collaboration opportunities.

Value: MEDIUM

MUTUAL BENEFIT