

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.

REFERRAL 1/2

80% conf

Communicate Design & Marketing !” Organize Design Create

Reasoning:

Both businesses target similar audiences, specifically entrepreneurs and non-profits, which creates a natural alignment for referrals. While they offer different services, they can enhance each other's client base without competing directly.

Value Proposition:

Increased client referrals could lead to an additional \$10,000 in revenue for each business annually.

Collaboration Example:

Communicate Design & Marketing could refer clients looking for comprehensive marketing strategies to Organize Design Create, while Organize Design Create could send startups needing website design to Communicate. For instance, if a startup approaches Organize Design needing branding and website development, they could refer them to Communicate, who would then offer a bundled package for a significant project fee.

Synergy Potential:

This partnership stands out because both companies focus on empowering entrepreneurs. By leveraging each other's strengths, they can offer a more rounded service to their clients, enhancing both their offerings significantly.

Action Items:

1. Set up a referral agreement detailing commission structures for each referral.

2. Create a shared document listing services offered by each business to facilitate easy referrals.
3. Schedule a monthly check-in meeting to discuss referral outcomes and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

75% conf

Organize Design Create !' Communicate Design & Marketing

Reasoning:

Organize Design Create specializes in marketing while Communicate focuses on design and branding, allowing for a complementary collaboration on projects. They can collaboratively create packages that offer comprehensive services to their shared target market.

Value Proposition:

This collaboration can generate up to \$15,000 in new project revenue by offering bundled services to clients.

Collaboration Example:

Organize Design Create could propose a project where they jointly host a workshop for startups titled 'Building Your Brand Online'. Communicate would handle the branding and design aspect, while Organize would provide marketing strategies. They could charge a fee of \$200 per participant, aiming for 50 attendees, thus generating \$10,000 in direct revenue while also building brand visibility for both companies.

Synergy Potential:

The unique synergy lies in their respective focuses on design and marketing, allowing them to offer a well-rounded educational experience to clients. This initiative can help both businesses become recognized as go-to resources for comprehensive branding and marketing strategies.

Action Items:

1. Draft a workshop outline and budget for the 'Building Your Brand Online' event.
2. Develop a marketing plan to promote the workshop to their shared target markets.
3. Set a date for the workshop within the next month and start reaching out to potential attendees.

Value: HIGH

MUTUAL BENEFIT