

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles !" Organize Design Create

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

Contact: De'Ana Aguas

Industry: Professional Services

Events and Experiences

Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

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

COLLABORATION 1/2

85% conf

Be Present Detalles !" Organize Design Create

Reasoning:

Be Present Detalles specializes in creating tailored events for busy professionals and romantic couples, while Organize Design Create offers marketing services that could enhance the visibility of these events. By collaborating, they can create unique marketing campaigns that showcase Be Present Detalles' events to a broader audience.

Value Proposition:

Together, they can increase event attendance by 30% through targeted marketing efforts, translating to an estimated additional \$10,000 in revenue for Be Present Detalles per event.

Collaboration Example:

Be Present Detalles and Organize Design Create could launch a 'Romantic Experience Package' event series where Be Present Detalles designs exclusive romantic getaways and Organize Design Create develops a comprehensive marketing campaign. This includes promotional materials, social media ads, and an influencer partnership that generates buzz. They set a target of hosting at least three events in the next quarter, aiming for an attendance of 100 couples at each, with ticket sales split between them.

Synergy Potential:

The unique synergy lies in combining Be Present Detalles' event expertise with Organize Design Create's marketing prowess to create not just events, but memorable experiences that are well-promoted, enhancing customer engagement and satisfaction.

Action Items:

1. Schedule a kickoff meeting to brainstorm ideas for the 'Romantic Experience Package.'
2. Develop a marketing strategy outlining target demographics and promotional channels for the event series.
3. Create a timeline for event execution and establish metrics for success, such as ticket sales and social media engagement.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Organize Design Create !' Be Present Detalles

Reasoning:

Organize Design Create serves a similar target market of busy professionals and entrepreneurs looking to enhance their brand's visibility, which aligns with the clientele of Be Present Detalles. They can refer clients who need event planning services, thus creating a mutually beneficial referral network.

Value Proposition:

Organize Design Create could refer at least 5 clients to Be Present Detalles quarterly, potentially generating \$15,000 in revenue for Be Present Detalles through these referrals.

Collaboration Example:

Whenever Organize Design Create works with a new entrepreneur looking to launch a product or service, they can refer them to Be Present Detalles for a launch event. For instance, if a startup wants to hold an unveiling event for their new app, Organize Design Create can connect them to Be Present Detalles to manage the event planning, ensuring a seamless experience for their client and earning referral fees.

Synergy Potential:

This partnership is unique because it leverages the strengths of Organize Design Create in marketing and brand development while positioning Be Present Detalles as the go-to event planner for startups, enhancing both brands' reputations in the entrepreneurial community.

Action Items:

1. Create a simple referral agreement that outlines commission structures for successful leads.
2. Develop a joint marketing flyer highlighting both businesses and the services offered to distribute to potential clients.
3. Set up a monthly check-in to discuss referral outcomes and adjust strategies as necessary.

Value: MEDIUM

MUTUAL BENEFIT