

# BUSINESS RELATIONSHIP ANALYSIS

## Aspirations Behavioral Health Inc.!" IV Cre

2 Relationships Identified

### BUSINESS PROFILES

#### Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

#### IV Creative

Contact: Iliana

Industry: Marketing & Design

We support local businesses who are in need of content creation services.

### REFERRAL 1/2

80% conf

IV Creative!" Aspirations Behavioral Health Inc.

#### Reasoning:

IV Creative serves local businesses, which may include clients seeking mental health services. Aspirations Behavioral Health Inc. targets individuals needing mental health help, creating a natural referral flow as IV Creative can direct its clients to Aspirations when mental wellness is a concern.

#### Value Proposition:

IV Creative could generate additional revenue through referral fees or commissions while strengthening its service offering to clients by providing mental health resources.

#### Collaboration Example:

IV Creative includes a dedicated section on its website and in its marketing materials featuring Aspirations Behavioral Health's services. For each referral made, IV Creative could earn a 15% commission on the fees paid by clients who sign up for counseling. This would allow IV Creative to enhance its value proposition while driving new business to Aspirations.

#### Synergy Potential:

Both businesses align on the local community focus, with IV Creative enhancing its service portfolio by offering mental health resources, which are increasingly important for business owners and employees alike.

**Action Items:**

1. IV Creative to create a referral program outlining commission structures and marketing materials.
2. Aspirations Behavioral Health to prepare a landing page specifically for IV Creative's clients, detailing services and referral benefits.
3. Schedule a meeting to discuss joint marketing strategies and how to track referrals effectively.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Aspirations Behavioral Health Inc.' IV Creative

**Reasoning:**

Aspirations Behavioral Health can refer clients who may need marketing services, particularly businesses looking to enhance their visibility or mental health services for their employees. This creates a reciprocal referral relationship.

**Value Proposition:**

Aspirations can enhance its service offerings by providing local businesses with marketing resources, while IV Creative gains access to a new client base through these referrals.

**Collaboration Example:**

Aspirations Behavioral Health can refer local businesses that express a need for marketing services during counseling sessions. For example, if a client mentions wanting to promote a new wellness program, Aspirations refers them to IV Creative, who can create content and marketing materials for that program. IV Creative pays Aspirations a referral fee for each successful project initiated.

**Synergy Potential:**

This pairing uniquely combines mental wellness with marketing, allowing businesses to not only promote their services but also to invest in the mental health of their employees, creating a more holistic approach to business success.

**Action Items:**

1. Develop a referral agreement that includes commission percentages for successful leads.
2. Create a list of local businesses that could benefit from both services and establish a target outreach strategy.
3. Host a joint informational session or webinar about the importance of mental health in the workplace and how marketing can help promote wellness initiatives.

Value: MEDIUM

MUTUAL BENEFIT