

# BUSINESS RELATIONSHIP ANALYSIS

## Celebrate & Smile International Steppers !" Communicate

2 Relationships Identified

### BUSINESS PROFILES

#### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

#### Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

### REFERRAL 1/2

75% conf

## Celebrate & Smile International Steppers !" Communicate Design & Marketing

#### Reasoning:

Celebrate & Smile International Steppers targets companies looking to enhance employee relations, which aligns with Communicate's focus on service businesses and non-profits that may seek employee engagement strategies. They can refer clients to each other without competing.

#### Value Proposition:

Increased client base and potential revenue from referrals; for instance, if Celebrate refers just 5 clients to Communicate for branding, it could yield \$10,000 in new business.

#### Collaboration Example:

Celebrate & Smile could refer a local non-profit seeking branding help to Communicate. In return, Communicate can promote Celebrate's dance workshops as a unique employee engagement tool to its clients. This creates a win-win where both businesses can leverage each other's networks.

#### Synergy Potential:

This pairing is unique because Celebrate specializes in enhancing employee engagement through dance, while Communicate focuses on branding and marketing for businesses, allowing them to create a holistic employee enhancement experience.

**Action Items:**

- 1. Set up a meeting between Tiffany and Kate to discuss referral strategies.
- 2. Create a shared document detailing referral processes and client needs.
- 3. Develop co-branded marketing materials promoting each other's services.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

80% conf

Communicate Design & Marketing | Celebrate & Smile International Stepper

**Reasoning:**

Communicate can enhance its service offerings by incorporating Celebrate's dance workshops into team-building and employee engagement packages, creating a unique product that appeals to their shared target markets.

**Value Proposition:**

This collaboration could lead to new service packages that generate an additional \$15,000 in revenue for Communicate through bundled offerings, while Celebrate gains exposure to new corporate clients.

**Collaboration Example:**

Communicate can organize a corporate retreat for a local company, incorporating a dance workshop led by Celebrate. The event would include branding materials designed by Communicate, and a follow-up survey showing increased employee satisfaction could be a compelling case study for both businesses.

**Synergy Potential:**

The combination of marketing expertise and creative dance workshops creates a unique offering that stands out in a crowded market, appealing to businesses wanting innovative employee engagement solutions.

**Action Items:**

- 1. Plan a joint workshop for a local company within the next month.
- 2. Develop a marketing campaign highlighting the benefits of combining dance with corporate branding.
- 3. Exchange client insights to tailor offerings that address specific needs in employee engagement.

Value: HIGH

MUTUAL BENEFIT