

# BUSINESS RELATIONSHIP ANALYSIS

## Communicate Design & Marketing !” Enriquez A

2 Relationships Identified

### BUSINESS PROFILES

#### Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

#### Enriquez Aesthetics

Contact: Bianca Enriquez

Industry: Professional Services

Luxury facial experiences

### COLLABORATION 1/2

85% conf

#### Enriquez Aesthetics !' Communicate Design & Marketing

##### Reasoning:

Enriquez Aesthetics needs marketing support to enhance its brand visibility, while Communicate Design & Marketing is seeking clients in the beauty and wellness sector. Together, they can create a targeted marketing campaign that highlights the luxury facial experiences offered by Enriquez Aesthetics, leveraging Communicate's expertise in branding and strategy.

##### Value Proposition:

By collaborating, Enriquez Aesthetics could see a 30% increase in client bookings, translating to an estimated additional revenue of \$15,000 within three months. Communicate could secure a long-term client relationship and portfolio enhancement.

##### Collaboration Example:

Enriquez Aesthetics and Communicate Design & Marketing could launch a 'Spring Glow' promotional package, where Communicate designs a complete branding suite and promotional materials, while Enriquez offers a discounted luxury facial experience as part of the package. Together, they host an exclusive event at Enriquez's location, inviting local influencers and potential clients to experience the service firsthand, driving bookings and social media buzz.

##### Synergy Potential:

This partnership uniquely combines high-end skincare with professional marketing, creating a niche offering that appeals directly to affluent clients seeking both beauty and wellness solutions in Jacksonville.

### Action Items:

1. Schedule a meeting to discuss the specifics of the 'Spring Glow' package.
2. Develop a timeline and budget for the marketing campaign and event.
3. Create a list of local influencers to invite for the promotional event.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

### Communicate Design & Marketing | Enriquez Aesthetics

#### Reasoning:

Communicate Design & Marketing targets service businesses, including those in the beauty and wellness sector. By referring clients who seek luxury skincare services to Enriquez Aesthetics, Communicate can enhance its value proposition and improve client satisfaction.

#### Value Proposition:

Each successful referral could earn Communicate a referral fee of 10% of the service booked, potentially adding \$2,000 monthly to their revenue stream if they refer just 5 clients, enhancing their service offerings.

#### Collaboration Example:

Communicate could include a mention of Enriquez Aesthetics in their marketing materials, such as newsletters or social media posts, highlighting the luxury services offered. For instance, after completing a branding project for a local wellness center, they could suggest the center collaborate with Enriquez Aesthetics for a comprehensive wellness package, generating a referral that leads to increased bookings for both businesses.

#### Synergy Potential:

This pairing stands out because it creates a direct link between high-quality marketing services and premium skincare, ensuring that clients receive holistic solutions that enhance their overall wellness.

### Action Items:

1. Create a referral program agreement outlining fees and processes.
2. Develop promotional materials that highlight Enriquez Aesthetics' services.
3. Set up a feedback loop to track referrals and success rates.

Value: MEDIUM

MUTUAL BENEFIT