

# BUSINESS RELATIONSHIP ANALYSIS

## IV Creative !” MyahnArt LLC

2 Relationships Identified

### BUSINESS PROFILES

#### IV Creative

Contact: Iliana

Industry: Marketing & Design

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

#### MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

Creative Services and Products: Murals, Live Painting, Custom Portraits and More

### COLLABORATION 1/2

85% conf

#### IV Creative !” MyahnArt LLC

##### Reasoning:

IV Creative specializes in content creation, while MyahnArt LLC offers unique artistic services that can enhance visual marketing materials. Together, they can create a powerful package that combines marketing content with stunning visuals, appealing to local businesses in Jacksonville.

##### Value Proposition:

By collaborating, they can attract a broader client base, potentially increasing revenue by 20% through bundled service offerings.

##### Collaboration Example:

IV Creative can provide digital marketing content for a local restaurant, while MyahnArt LLC paints a mural inside the restaurant to create a unique ambiance. They could host an opening event showcasing both the mural and the marketing campaign, drawing in a crowd of potential customers and generating immediate sales for the restaurant. Both businesses can charge a fee for their services and gain visibility through the event.

##### Synergy Potential:

This partnership uniquely combines marketing expertise with artistic creativity, making it a holistic solution for local businesses seeking to enhance their brand presence.

**Action Items:**

1. Set up a joint meeting to brainstorm specific projects that leverage both skill sets.
2. Identify a local business that would benefit from a combined offering and pitch a proposal.
3. Create a marketing plan for the opening event to maximize attendance and engagement.

Value: HIGH

MUTUAL BENEFIT

**VENDOR 2/2**

70% conf

MyahnArt LLC !' IV Creative

**Reasoning:**

MyahnArt LLC can utilize IV Creative's content creation services to enhance their marketing efforts. This relationship allows MyahnArt to focus on their artistic services while IV Creative handles their promotional content.

**Value Proposition:**

By outsourcing content creation, MyahnArt can save time and increase marketing effectiveness, potentially boosting their client acquisition by 15%.

**Collaboration Example:**

MyahnArt needs a professional video and social media graphics to promote their upcoming live painting event. They hire IV Creative to produce a series of engaging videos and graphics that showcase their work. This content is distributed via social media, resulting in a fully booked event and an increased following on MyahnArt's social platforms.

**Synergy Potential:**

MyahnArt's artistic focus complements IV Creative's marketing strategy, allowing both to shine in their respective fields while supporting each other's growth.

**Action Items:**

1. Schedule an initial consultation to discuss MyahnArt's marketing needs.
2. Develop a content calendar that aligns with MyahnArt's upcoming projects.
3. Create a cost proposal for MyahnArt's first marketing campaign.

Value: MEDIUM

MUTUAL BENEFIT