

# BUSINESS RELATIONSHIP ANALYSIS

## Connections to the Nations Llc !” IV Creati

2 Relationships Identified

### BUSINESS PROFILES

#### Connections to the Nations Llc

Contact: Arlene Ortiz

Industry: Professional Services

Community Fair and Culture

#### IV Creative

Contact: Iliana

Industry: Marketing & Design

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

### VENDOR 1/2

80% conf

#### IV Creative !’ Connections to the Nations Llc

##### Reasoning:

IV Creative specializes in content creation, which can help Connections to the Nations enhance their marketing efforts for community fairs. By providing engaging promotional materials, IV Creative can effectively boost B's visibility and draw larger crowds to their events.

##### Value Proposition:

\$10,000 potential revenue from a series of marketing campaigns designed for multiple events over the year.

##### Collaboration Example:

IV Creative could design a comprehensive marketing package for Connections to the Nations' upcoming community fair, including social media graphics, flyers, and video content. For instance, IV Creative will create a series of vibrant posts and videos highlighting local vendors participating in the fair, and they will charge \$2,500 for this package, which can help increase attendance by 30%.

##### Synergy Potential:

This pairing uniquely combines IV Creative's marketing expertise with B's community engagement, creating a platform that enhances local culture while driving business growth for both parties.

##### Action Items:

1. Schedule a meeting between Iliana and Arlene to discuss upcoming events and specific marketing needs.

2. Develop a proposal for a marketing package tailored to the next community fair.
3. Create a timeline for deliverables leading up to the event to ensure all marketing materials are ready in advance.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

### Connections to the Nations LLC | IV Creative

#### Reasoning:

Connections to the Nations interacts with various local businesses that may need marketing services, providing a strong referral opportunity for IV Creative. As Arlene connects with these businesses, she can recommend IV Creative for their content creation needs.

#### Value Proposition:

Potential for IV Creative to gain 5-10 new clients through referrals, each generating an average of \$1,500 in revenue.

#### Collaboration Example:

During the next community fair, Connections to the Nations can set up a booth where they showcase the services of IV Creative, providing business cards and promotional materials to local business owners. This direct engagement can lead to immediate inquiries, generating new leads for IV Creative as fair attendees express interest in content creation services.

#### Synergy Potential:

The unique synergy lies in B's established community network, which can directly funnel new clients to A, enhancing IV Creative's reach in the local market.

#### Action Items:

1. Identify local businesses participating in the fair that could benefit from content creation services.
2. Prepare a referral packet for Connections to distribute at events, highlighting IV Creative's services and success stories.
3. Establish a referral incentive program where Connections receives a commission for each successful client referral to IV Creative.

Value: MEDIUM

MUTUAL BENEFIT