

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" IV Creative

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

Contact: De'Ana Aguas

Industry: Professional Services

Events and Experiences

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!" Be Present Detalles

Reasoning:

IV Creative can provide tailored marketing services to Be Present Detalles, helping them enhance their visibility among busy professionals and couples. Given that Be Present is actively seeking marketing assistance, this relationship can fill a critical gap in their operations.

Value Proposition:

IV Creative could generate approximately \$5,000 annually from ongoing marketing projects for Be Present Detalles, improving their online presence and client engagement.

Collaboration Example:

IV Creative could design a comprehensive social media campaign for Be Present Detalles' upcoming Valentine's Day event, including graphics, posts, and targeted ads. This campaign could attract 50% more attendees to the event, translating into an additional \$2,000 in revenue for Be Present, while IV Creative earns \$1,000 for the campaign.

Synergy Potential:

The unique synergy comes from IV Creative's focus on local businesses and Be Present's need for targeted marketing, which can result in a tailored approach that resonates deeply with the local market.

Action Items:

1. Schedule a meeting between Iliana and De'Ana to discuss specific marketing needs and areas of collaboration.

2. Create a proposal for a Valentine's Day marketing campaign focused on Be Present's upcoming events.
3. Establish a contract for ongoing marketing services to ensure consistent support for Be Present Detalles.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Be Present Detalles !' IV Creative

Reasoning:

Be Present Detalles could refer clients needing content creation to IV Creative, as they frequently interact with busy professionals who might require marketing assistance for their brands.

Value Proposition:

Be Present could earn a referral fee of 10% on projects they refer to IV Creative, creating an additional revenue stream while providing a valuable service to their clients.

Collaboration Example:

When a couple approaches Be Present Detalles about organizing a wedding, they can refer them to IV Creative for creating personalized wedding invitation designs and social media content. If IV Creative secures a \$2,000 project from that referral, Be Present earns \$200.

Synergy Potential:

This partnership is unique as it allows Be Present to enhance their service offerings by connecting clients with a trusted marketing expert, providing comprehensive solutions that elevate client satisfaction.

Action Items:

1. Develop a referral agreement outlining commission structures for any clients referred from Be Present to IV Creative.
2. Create a joint marketing piece to promote both services, highlighting how clients benefit from both event planning and marketing.
3. Host a joint networking event to introduce both businesses to local professionals, showcasing their collaborative potential.

Value: MEDIUM

MUTUAL BENEFIT