

BUSINESS RELATIONSHIP ANALYSIS

IV Creative !” Jamz Trainings

2 Relationships Identified

BUSINESS PROFILES

IV Creative

Contact: Iliana

Industry: Marketing & Design

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

Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

REFERRAL 1/2

75% conf

IV Creative !” Jamz Trainings

Reasoning:

IV Creative focuses on content creation for local businesses, which aligns with Jamz Trainings' target market of middle-age recreational athletes. By referring clients to each other, they can enhance their service offerings without direct competition.

Value Proposition:

Increased client acquisition through mutual referrals could lead to a 20% increase in clientele for both businesses within a quarter.

Collaboration Example:

IV Creative could create promotional materials, such as social media posts and flyers, for Jamz Trainings targeting HOA communities. In return, Jamz Trainings could offer an exclusive discount on personal training sessions to IV Creative's clients, leading to increased visibility and clientele for both parties.

Synergy Potential:

The unique synergy lies in the shared focus on local community engagement; both businesses can leverage their networks to provide added value to each other's clientele, enhancing local brand loyalty.

Action Items:

1. Schedule a meeting between Iliana and James to discuss potential referral agreement terms.

2. Develop a co-branded marketing campaign targeting HOA communities in Jacksonville.
3. Create a tracking system for referrals to monitor the effectiveness of the partnership.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

70% conf

Jamz Trainings ! IV Creative

Reasoning:

Jamz Trainings could benefit from IV Creative's content creation services to enhance their marketing efforts, particularly in reaching their target market more effectively.

Value Proposition:

By utilizing IV Creative's services, Jamz Trainings could see a 30% increase in engagement on their marketing materials, leading to higher conversion rates and an estimated additional \$10,000 in revenue from new clients.

Collaboration Example:

Jamz Trainings could engage IV Creative to produce a series of promotional videos showcasing personal training sessions and client testimonials. IV Creative would handle the video production, and Jamz could utilize these videos across social media and their website, driving engagement and attracting new clients.

Synergy Potential:

This pairing is unique because Jamz Trainings can provide fitness-oriented content that resonates with IV Creative's local clients, while IV Creative can enhance Jamz's visibility and credibility through professional marketing materials.

Action Items:

1. Arrange a consultation between James and Iliana to discuss Jamz's specific marketing needs.
2. Outline a project scope and timeline for the content creation services to be provided.
3. Set measurable goals for the marketing campaign to track its impact on client acquisition.

Value: HIGH

MUTUAL BENEFIT