

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !” MyahnArt

2 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

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

REFERRAL 1/2

75% conf

Communicate Design & Marketing !” MyahnArt LLC

Reasoning:

Both businesses target similar clientele, particularly service-oriented entrepreneurs and event planners. While Communicate focuses on marketing strategy and branding, MyahnArt provides unique artistic services that can enhance the branding efforts of their shared customers.

Value Proposition:

By referring clients to each other, both businesses can increase their client base and revenue, potentially boosting income by 20% through cross-referrals.

Collaboration Example:

Communicate sends referrals to MyahnArt for clients looking to enhance their brand aesthetics through custom murals or live painting at events. For example, a startup in Jacksonville launching a new office could receive a branding package from Communicate and be referred to MyahnArt for a mural that represents their company values, leading to a \$3,000 project for MyahnArt and a stronger branding case study for Communicate.

Synergy Potential:

The uniqueness of this pairing lies in the blend of strategic branding and creative artistry, allowing for a comprehensive approach to client needs that neither can achieve alone.

Action Items:

1. Set up a referral agreement where both businesses provide a discount or bonus for referred clients.
2. Create a joint marketing initiative highlighting case studies of successful brand enhancements through art.
3. Schedule a quarterly meeting to discuss leads and optimize referral processes.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/2

70% conf

MyahnArt LLC !' Communicate Design & Marketing

Reasoning:

MyahnArt can utilize Communicate's marketing services to improve its visibility and attract clients in need of beautification. This is especially beneficial since MyahnArt is actively seeking marketing support.

Value Proposition:

Engaging Communicate can increase MyahnArt's client inquiries by 30%, leading to higher project engagement and potential revenue increases of \$5,000 monthly.

Collaboration Example:

MyahnArt hires Communicate to create a targeted social media campaign showcasing their live painting services at events. For instance, they could launch a campaign highlighting a recent successful event where they painted live, sharing photos and customer testimonials. This campaign could attract corporate planners, resulting in 3-5 new leads per month.

Synergy Potential:

This relationship is unique because it combines MyahnArt's creative services with Communicate's strategic marketing expertise, fostering a holistic approach to client acquisition that is visually appealing and strategically sound.

Action Items:

1. Develop a social media strategy focusing on visual storytelling of MyahnArt's work.
2. Schedule a brainstorming session to identify key target markets for MyahnArt's services.
3. Implement monthly performance reviews of marketing efforts to adjust strategies as needed.

Value: HIGH

MUTUAL BENEFIT