

# BUSINESS RELATIONSHIP ANALYSIS

Communikate Design & Marketing!" IV Creative

2 Relationships Identified

## BUSINESS PROFILES

### Communikate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

### IV Creative

Contact: Iliana

Industry: Marketing & Design

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

COLLABORATION 1/2

85% conf

IV Creative!" Communikate Design & Marketing

#### Reasoning:

Both businesses operate within the marketing and design industry and target overlapping customer segments. They can leverage each other's strengths to create comprehensive service packages for their clients, thereby enhancing their offerings.

#### Value Proposition:

By collaborating, both businesses can access a broader client base and increase their revenue by offering joint services, potentially leading to a 30% increase in project volume.

#### Collaboration Example:

IV Creative could design a series of promotional materials for a new website launch that Communikate is developing for a local non-profit. They could host an event where they present the new site, and IV Creative would provide marketing collateral, while Communikate showcases the website. This would attract potential clients from both their networks and generate leads for future projects.

#### Synergy Potential:

This partnership is unique because IV Creative focuses on local businesses needing content creation, while Communikate has a broader design and branding capability. Together, they can create tailored marketing solutions that address specific local needs, which neither could achieve alone.

**Action Items:**

1. Schedule a meeting to discuss potential joint service offerings and identify shared target clients.
2. Develop a co-branded marketing campaign for an upcoming local event to showcase their collaboration.
3. Create a bundled service package that includes both content creation and website design for local businesses.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

C o m m u n i k a t e D e s i g n &amp; M a r k e t i n g ! | I V C r e a t i v e

**Reasoning:**

Communikate Design & Marketing targets service businesses and non-profits that may require IV Creative's specialized content creation services, making them a good referral partner.

**Value Proposition:**

By referring clients needing content creation to IV Creative, Communikate can enhance its service portfolio and potentially earn a referral fee, increasing revenue by 15% on referred projects.

**Collaboration Example:**

When Communikate signs a new client in the non-profit sector that needs a marketing strategy, they can refer them to IV Creative for content creation, such as social media posts and newsletters. This referral can lead to a \$2,000 project for IV Creative, which Communikate earns a 10% referral fee on.

**Synergy Potential:**

This pairing is distinctive as it connects a design-focused agency with a content-centric service provider, enabling clients to receive a comprehensive marketing solution that is customized to their needs.

**Action Items:**

1. Establish a referral agreement that outlines the commission structure for referred clients.
2. Create a joint marketing piece that communicates the benefits of both services to potential clients.
3. Arrange a quarterly review to evaluate the referral process and improve collaboration.

Value: MEDIUM

MUTUAL BENEFIT