

# BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" Communikate

2 Relationships Identified

## BUSINESS PROFILES

### Aspirations Behavioral Health Inc.

Contact: Kristian Wilson  
Industry: Health & Wellness  
Telahealth mental health counseling

### Communikate Design & Marketing

Contact: Kate Reeve  
Industry: Marketing & Design  
Websites, Branding, Marketing Strategy and more

REFERRAL 1/2

75% conf

Communikate Design & Marketing!" Aspirations Behavioral Health Inc.

#### Reasoning:

Both businesses target individuals and groups that seek to improve their lives—Aspirations Behavioral Health for mental wellness and Communikate Design for branding and marketing services. By referring clients to one another, they can enhance their service offerings without overlapping competition.

#### Value Proposition:

Communikate Design could gain new clients who are seeking mental health services, potentially increasing their client base by 20%. Aspirations could receive a stream of referrals from Communikate's network, expanding their reach in the local community.

#### Collaboration Example:

Communikate Design creates a digital marketing campaign promoting mental health awareness, which includes a call to action for Aspirations Behavioral Health's services. For every new client referred to Aspirations through this campaign, they agree to split the revenue generated from consultations. This campaign could generate an additional \$10,000 in revenue for both businesses over three months.

#### Synergy Potential:

This partnership uniquely combines marketing expertise with mental health services, fostering a holistic approach to personal and professional development that neither can achieve alone. It enhances community well-being while expanding both businesses' client reach.

### Action Items:

1. Set up an introductory meeting between Kate and Kristian to discuss the referral framework.
2. Develop a co-branded marketing piece that highlights mental wellness and branding benefits to distribute within their networks.
3. Create a referral tracking system to monitor leads and follow-up on new client conversions.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Aspirations Behavioral Health Inc. | Communikate Design & Marketing

### Reasoning:

Aspirations Behavioral Health serves clients who may also need branding and marketing services as they embark on personal or business ventures. By referring clients to Communikate Design, they can provide additional value to their clients while supporting their own business growth.

### Value Proposition:

Aspirations could refer clients who are starting new businesses or projects, potentially increasing Communikate's client base by 15%. In turn, for each referral that converts, Aspirations could receive a small fee or service credit.

### Collaboration Example:

When a client completes therapy and expresses interest in starting a new venture, Aspirations can refer them to Communikate Design. For instance, if a client needs a website and branding for their new yoga studio, Communikate can create a package deal, with a referral fee structure in place. This could lead to a \$3,000 project fee for Communikate and a \$500 referral fee for Aspirations.

### Synergy Potential:

The pairing of mental health support and marketing strategy offers a comprehensive service package that helps clients not only heal but also thrive professionally, which is rare in the local market.

### Action Items:

1. Arrange a meeting between Kristian and Kate to outline the referral process and discuss potential client scenarios.
2. Develop a referral agreement that specifies fee structures for each successful client referral.
3. Launch an email campaign to both businesses' existing clients highlighting the new referral partnership and the benefits it offers.

Value: HIGH

MUTUAL BENEFIT