

BUSINESS RELATIONSHIP ANALYSIS

Enriquez Aesthetics !” Organize Design Cre

2 Relationships Identified

BUSINESS PROFILES

Enriquez Aesthetics

Contact: Bianca Enriquez
Industry: Professional Services
Luxury facial experiences

Organize Design Create

Contact: Victoria Price
Industry: Marketing & Design
Marketing for entrepreneurs, non-profits, and small businesses.

COLLABORATION 1/2

80% conf

Enriquez Aesthetics !” Organize Design Create

Reasoning:

Enriquez Aesthetics can leverage the marketing expertise of Organize Design Create to enhance its visibility among its target market. This relationship is beneficial as both businesses aim to reach clients seeking quality services, and by working together, they can expand their reach.

Value Proposition:

Enriquez Aesthetics could see a 25% increase in client bookings through targeted marketing campaigns created by Organize Design Create, while Organize Design Create gains a case study to showcase its effectiveness in the luxury services sector.

Collaboration Example:

Enriquez Aesthetics partners with Organize Design Create to launch a 'Skincare Awareness Month' campaign. Organize Designs creates digital marketing materials, including social media ads and email blasts, to promote special facial packages. During the campaign, they host an exclusive event where attendees receive mini-facials and skincare consultations, with a goal of converting at least 30% of participants into new clients, generating an estimated \$5,000 in new bookings.

Synergy Potential:

This partnership uniquely combines luxury skincare with tailored marketing strategies, allowing both businesses to appeal to a high-end clientele and enhance the customer experience through cross-promotion.

Action Items:

1. Organize Design Create develops a marketing plan specifically targeting local entrepreneurs and individuals interested in skincare.
2. Enriquez Aesthetics provides a special package for clients referred by Organize Design Create, incentivizing cross-promotion.
3. Set a date for the 'Skincare Awareness Month' event and outline the marketing materials needed for promotion.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Organize Design Create !' Enriquez Aesthetics

Reasoning:

Organize Design Create serves a target market that includes entrepreneurs and professionals who may also be interested in luxury skincare services. Referring clients could enhance the client base for Enriquez Aesthetics without direct competition.

Value Proposition:

Organize Design Create could earn a referral fee for each client directed to Enriquez Aesthetics, while Enriquez Aesthetics gains new clients who are already inclined to invest in quality services.

Collaboration Example:

Organize Design Create includes a section in its marketing materials that highlights local luxury services, including a dedicated space for Enriquez Aesthetics. Each time a client mentions the referral when booking a facial, Enriquez Aesthetics provides a 10% discount, and Organize Design Create receives a \$20 referral fee for each new booking, potentially resulting in \$1,000 in additional revenue for Enriquez Aesthetics.

Synergy Potential:

The combination of marketing services and luxury skincare creates a holistic approach to client well-being, allowing both businesses to tap into the growing interest in personal care and wellness among professionals.

Action Items:

1. Organize Design Create creates a dedicated referral program highlighting Enriquez Aesthetics in their client communications.
2. Enriquez Aesthetics develops a referral fee structure for clients referred by Organize Design Create.
3. Schedule a monthly review to assess the success of the referral program and adjust strategies as necessary.

Value: MEDIUM

MUTUAL BENEFIT