

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !” Simple Crea

2 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

REFERRAL 1/2

75% conf

Communicate Design & Marketing !” Simple Creations By T

Reasoning:

Both businesses target individuals and organizations looking for personalized services. Communicate Design & Marketing's clients, particularly non-profits and service-based businesses, may require custom gifts or branded apparel for events, which Simple Creations By T specializes in.

Value Proposition:

By referring clients to each other, both businesses can increase their customer base and revenue potential. For Communicate, this could translate to additional project referrals worth approximately \$5,000 per month.

Collaboration Example:

Communicate Design can refer its non-profit clients who are planning events to Simple Creations By T for custom branded apparel and gifts. For example, if a local charity is hosting a fundraising gala, Communicate can recommend Simple Creations to provide custom t-shirts and thank-you gifts, earning both businesses a commission on sales.

Synergy Potential:

The unique synergy comes from Communicate's established relationships with non-profits and service businesses that require personalized marketing materials, while Simple Creations offers bespoke products that enhance these marketing efforts, creating a seamless referral flow.

Action Items:

1. Set up a meeting between Kate and Tiana to discuss referral terms.
2. Create a referral agreement that outlines commission structures for referred clients.
3. Develop co-branded marketing materials to promote the referral relationship.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

80% conf

Communicate Design & Marketing | Simple Creations By T

Reasoning:

The services offered by both businesses complement each other well. Communicate can enhance the marketing strategy for Simple Creations, while Simple Creations can provide unique promotional materials that Communicate can offer to its clients.

Value Proposition:

A collaborative project could increase sales for Simple Creations by up to 30% during event seasons, while Communicate can enhance its portfolio with high-impact, visually appealing marketing materials.

Collaboration Example:

Communicate Design could create a marketing campaign for Simple Creations' new line of custom gifts for weddings. They could design an online promotional strategy that includes social media graphics and website updates while Simple Creations provides exclusive discounts for Communicate's clients. For instance, they launch a campaign for wedding planners, where Communicate markets the products, and both businesses share the resulting revenue from orders placed through this campaign.

Synergy Potential:

This partnership stands out because it not only combines marketing and product design but also taps into the emotional aspect of milestone celebrations, making the offerings more appealing to a shared audience.

Action Items:

1. Brainstorm specific wedding-themed product ideas and marketing strategies in a joint planning session.
2. Create a timeline for launching the marketing campaign targeting wedding planners.
3. Develop a shared digital platform to showcase the collaboration and track sales metrics.

Value: HIGH

MUTUAL BENEFIT