

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !” flow

2 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

VENDOR 1/2

80% conf

flow !” Communicate Design & Marketing

Reasoning:

Flow, as a coaching business, can benefit from the marketing services of Communicate Design & Marketing. Since flow currently needs marketing assistance, they could utilize B's expertise in creating a strong online presence and branding to attract more clients.

Value Proposition:

By engaging Communicate, flow could increase its client base by 30% through enhanced marketing efforts, leading to potential additional revenue of \$15,000 over the next quarter.

Collaboration Example:

Flow hires Communicate to develop a comprehensive marketing campaign, including a new website and social media branding. This campaign targets local entrepreneurs looking for coaching services. For instance, they create a series of engaging posts and a targeted ad campaign, leading to 50 new inquiries within three months, which flow converts into 10 new coaching clients.

Synergy Potential:

The unique blend of flow's coaching services and Communicate's marketing expertise creates a powerful synergy. Flow can provide testimonials and case studies to enhance Communicate's portfolio while Communicate's marketing efforts directly elevate flow's visibility in the local market.

Action Items:

1. Schedule an introductory meeting between Miguel and Kate to discuss flow's specific marketing needs.
2. Develop a proposal for a tailored marketing strategy that focuses on digital outreach to local entrepreneurs.
3. Set measurable goals for the campaign, such as target number of leads and conversion rates, to ensure accountability.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

Communicate Design & Marketing | flow

Reasoning:

Communicate Design & Marketing serves clients in need of branding and marketing strategies, many of whom could benefit from the coaching services offered by flow. This creates an opportunity for mutual referrals without direct competition.

Value Proposition:

By referring clients to flow, Communicate can enhance their service offerings, potentially increasing their revenue by 20% through referral commissions or shared project fees.

Collaboration Example:

When Communicate works with a new startup founder who feels overwhelmed and unfocused, they can refer them to flow for coaching. For instance, a tech startup looking for guidance on strategic decisions receives a referral to flow. After a successful coaching engagement, the founder not only gains clarity but also becomes a case study that enhances Communicate's branding.

Synergy Potential:

This relationship uniquely positions both businesses to provide a holistic service package to their clients, combining marketing strategies with personal coaching, which can lead to better client outcomes and satisfaction.

Action Items:

1. Create a referral program where Communicate can receive a commission for each client they refer to flow.
2. Develop a joint marketing material that highlights both services and how they complement each other.
3. Host a webinar together to introduce both services to potential clients, showcasing the value of integrated coaching and marketing.

Value: MEDIUM

MUTUAL BENEFIT