

# BUSINESS RELATIONSHIP ANALYSIS

Communikate Design & Marketing!" Tosh's Urban Garden

2 Relationships Identified

## BUSINESS PROFILES

### Communikate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

### Tosh's Urban Garden

Contact: Latachia Kins-Hunt

Industry: Health & Wellness

Natural herbal products (teas, tinctures and health care options) created in small batches with low to no synthetic additives. Eco-conscious individuals looking for alternative health options .

## COLLABORATION 1/2

85% conf

Tosh's Urban Garden!" Communikate Design & Marketing

### Reasoning:

Tosh's Urban Garden's target market aligns with Communikate Design's clients, especially those in the health and wellness sector. By collaborating, they can create effective marketing strategies to promote Tosh's products while Communikate enhances its portfolio in the wellness industry.

### Value Proposition:

By collaborating, Tosh's can increase its sales by 30% through improved branding and digital presence, while Communikate can gain at least 2 new clients from the health sector, boosting its revenue significantly.

### Collaboration Example:

Tosh's Urban Garden could work with Communikate to design a seasonal marketing campaign that includes a series of visually appealing social media posts and a revamped website showcasing their herbal products. For example, they could launch a 'Spring Detox' campaign, where Communikate creates engaging content and graphics promoting a special detox tea blend, driving an estimated \$2,000 in sales over the campaign period.

### Synergy Potential:

This partnership is unique as Tosh's Urban Garden can leverage Communikate's design expertise to enhance its eco-friendly brand image, while Communikate gains a foothold in the health and wellness niche, allowing both to tap into the growing market for natural products.

**Action Items:**

1. Schedule a brainstorming session to outline the marketing campaign details.
2. Develop a timeline and set specific milestones for the campaign launch.
3. Identify key performance indicators to measure the campaign's success.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

75% conf

Communikate Design & Marketing! Tosh's Urban Garden

**Reasoning:**

Communikate Design works with service businesses and creative collaborators who may also seek health-conscious products, making it easy to refer Tosh's Urban Garden to clients looking for natural health solutions.

**Value Proposition:**

By referring clients to Tosh's, Communikate can earn referral fees or commissions, potentially increasing its revenue by 15% with minimal effort.

**Collaboration Example:**

During a branding project for a wellness coach, Communikate can introduce Tosh's herbal products as part of the coach's service offerings. By including Tosh's products in the coach's promotional materials, both businesses can benefit from increased visibility, with Tosh's gaining a new customer base through the wellness coach's clientele.

**Synergy Potential:**

The combination of Tosh's natural products with Communikate's marketing expertise creates a unique synergy that promotes holistic health, allowing both businesses to access a shared audience that values wellness and sustainability.

**Action Items:**

1. Create a referral agreement outlining commission rates for successful leads.
2. Develop a co-branded marketing materials package for Communikate to share with clients.
3. Host a joint networking event to introduce both businesses to potential clients.

Value: MEDIUM

MUTUAL BENEFIT