

# BUSINESS RELATIONSHIP ANALYSIS

## IV Creative !” JPO Logistics LLC

2 Relationships Identified

### BUSINESS PROFILES

#### IV Creative

Contact: Iliana

Industry: Marketing & Design

We support local businesses who are in need of content creation services.

#### JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

### REFERRAL 1/2

70% conf

#### JPO Logistics LLC !” IV Creative

##### Reasoning:

JPO Logistics serves shippers and owner operators, while IV Creative targets local businesses that may require logistics support. They can refer clients to each other when logistics or marketing needs arise.

##### Value Proposition:

Increased client base for both businesses through mutual referrals, potentially generating an additional \$10,000 in combined revenue over the next quarter.

##### Collaboration Example:

If a local business owner contacts IV Creative for marketing services but also needs help with shipping their products, IV can refer them to JPO Logistics. Conversely, if JPO Logistics has a client looking to improve their online presence, they can send them to IV Creative. Each referral could lead to an immediate project worth \$2,000.

##### Synergy Potential:

Both businesses operate in complementary fields and can leverage their local networks to enhance their service offerings, creating a win-win situation for clients seeking comprehensive support.

##### Action Items:

1. Arrange a meeting between Paulette and Iliana to discuss referral processes and potential joint marketing strategies.

2. Create a referral agreement outlining commission structures for referred clients.
3. Develop co-branded marketing materials that highlight the benefits of using both services.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 2/2

80% conf

IV Creative !' JPO Logistics LLC

### Reasoning:

IV Creative can help JPO Logistics enhance its online presence through targeted content creation and marketing strategies, which could attract more clients in the logistics sector.

### Value Proposition:

By implementing a new marketing campaign with IV Creative, JPO Logistics could see a 20% increase in client inquiries, translating to an estimated \$15,000 in new business.

### Collaboration Example:

IV Creative could design a marketing campaign for JPO Logistics, creating engaging content that showcases their services. For instance, they could produce a series of video testimonials from satisfied clients and share them on social media. This campaign could potentially bring in 10 new clients within a month, each generating around \$1,500 in revenue for JPO.

### Synergy Potential:

IV Creative's expertise in content creation aligns perfectly with JPO Logistics' need for effective marketing, allowing them to reach a broader audience while positioning JPO as a leader in logistics.

### Action Items:

1. Schedule a brainstorming session to identify key marketing messages and target audience for JPO Logistics.
2. Develop a content calendar for social media posts focusing on logistics tips and client success stories.
3. Launch the campaign within the next two weeks, tracking engagement and leads generated.

Value: HIGH

MUTUAL BENEFIT