

# BUSINESS RELATIONSHIP ANALYSIS

## IV Creative !” Soulfitness Studio Health and wellness center

2 Relationships Identified

### BUSINESS PROFILES

#### IV Creative

Contact: Iliana

Industry: Marketing & Design

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

#### Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

### VENDOR 1/2

80% conf

## IV Creative !” Soulfitness Studio Health and wellness center

#### Reasoning:

IV Creative specializes in content creation, which is essential for Soulfitness Studio to market its health and wellness services effectively. By partnering with IV Creative, Soulfitness can enhance its marketing efforts, focusing on engaging content that speaks to its target audience.

#### Value Proposition:

Increased brand visibility and customer engagement for Soulfitness, potentially driving a 20% increase in client inquiries and sales.

#### Collaboration Example:

IV Creative could produce a series of promotional videos featuring fitness classes and healthy meal preparation tips, showcasing Soulfitness's unique offerings. These videos would be shared on social media and the studio's website, aiming for a 30% increase in online engagement over three months.

#### Synergy Potential:

The combination of IV Creative's marketing expertise and Soulfitness's health and wellness focus uniquely positions them to create compelling content that resonates with health-conscious consumers in Jacksonville, enhancing both brands' reputations.

**Action Items:**

1. Set up a meeting between Iliana from IV Creative and Janice from Soulfitness to discuss specific content needs.
2. Draft a proposal outlining potential video content ideas and promotion strategies.
3. Create a timeline for content production and establish key performance indicators to measure success.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Soulfitness Studio Health and wellness center !' IV Creative

**Reasoning:**

Soulfitness Studio serves a clientele focused on health and wellness, which can include local business owners in need of marketing services. They could refer their clients to IV Creative for tailored marketing strategies that resonate with health-conscious consumers.

**Value Proposition:**

IV Creative can tap into Soulfitness's network, gaining access to local business owners who may need marketing services, potentially increasing their client base by 15-25%.

**Collaboration Example:**

Soulfitness could distribute IV Creative's promotional materials in their studio, offering a referral discount for clients who sign up for marketing services after attending fitness classes. This could lead to at least five new clients for IV Creative in the first month, generating significant revenue.

**Synergy Potential:**

Soulfitness's health-focused clientele aligns with IV Creative's target market, allowing for a natural referral system that benefits both businesses without direct competition.

**Action Items:**

1. Create promotional materials for IV Creative that Soulfitness can display in its studio.
2. Establish a referral program that rewards Soulfitness for any clients it sends to IV Creative.
3. Monitor and analyze the effectiveness of the referral program after three months.

Value: MEDIUM

MUTUAL BENEFIT