

BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers!" Organ

2 Relationships Identified

BUSINESS PROFILES

Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

REFERRAL 1/2

70% conf

Celebrate & Smile International Steppers!" Organize Design Create

Reasoning:

Celebrate & Smile International Steppers targets companies looking to enhance employee relations, while Organize Design Create serves small businesses looking to build their social footprint. Both businesses can refer clients to each other, enhancing their service offerings without competing.

Value Proposition:

By referring clients, Celebrate & Smile can enhance their service portfolio with marketing support from Organize Design Create, potentially leading to a revenue increase of 15% from new client acquisitions.

Collaboration Example:

Celebrate & Smile refers a local startup to Organize Design Create for marketing support. In turn, Organize Design Create recommends Celebrate & Smile to a corporate client for team-building dance workshops. This referral relationship generates an additional \$1,000 in revenue for Celebrate & Smile from the startup's marketing package and \$800 from the corporate workshop.

Synergy Potential:

This partnership uniquely combines the arts and marketing, where Celebrate & Smile enhances employee engagement through dance, while Organize Design Create amplifies their visibility with effective marketing strategies—together creating a holistic approach to employee satisfaction.

Action Items:

1. Schedule an introductory meeting to discuss referral structures and mutual target clients.
2. Create a referral agreement outlining commission or revenue-sharing terms.
3. Develop joint marketing materials to promote the referral partnership.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

80% conf

Organize Design Create !' Celebrate & Smile International Steppers

Reasoning:

Organize Design Create can collaborate with Celebrate & Smile to offer joint workshops that combine creative arts with marketing strategies. This partnership would enhance both businesses' offerings and attract a broader audience.

Value Proposition:

This collaboration could lead to a series of workshops generating \$3,000 in joint revenue, with each business receiving 50% of the profits from ticket sales, thereby expanding their client base.

Collaboration Example:

Organize Design Create organizes a 'Marketing through Movement' workshop where participants learn effective marketing strategies while engaging in dance. Celebrate & Smile leads the dance sessions, and they charge \$150 per participant. If they attract 20 participants, both businesses earn \$1,500 each and gain valuable exposure to new clients.

Synergy Potential:

This pairing is unique as it combines the inherent creativity of dance with practical marketing skills, creating a memorable experience that attracts individuals and businesses looking to enhance their brand presence through innovative methods.

Action Items:

1. Develop a workshop outline that integrates marketing principles with dance techniques.
2. Set a date and location for the first joint workshop to test the concept.
3. Promote the workshop through both businesses' social media and email newsletters.

Value: HIGH

MUTUAL BENEFIT