

# BUSINESS RELATIONSHIP ANALYSIS

Organize Design Create!" Soulfitness Studio Health

2 Relationships Identified

## BUSINESS PROFILES

### Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

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

### 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

Organize Design Create!" Soulfitness Studio Health and wellness center

#### Reasoning:

Organize Design Create specializes in marketing services that can help Soulfitness Studio enhance its visibility and attract more clients. Given that Soulfitness needs marketing support, this presents a clear opportunity for A to offer tailored marketing solutions.

#### Value Proposition:

By implementing targeted marketing campaigns, Organize Design Create could help Soulfitness increase client enrollment by at least 20%, potentially generating an additional \$10,000 in monthly revenue.

#### Collaboration Example:

Organize Design Create could design a comprehensive social media marketing campaign for Soulfitness Studio that includes promotional graphics, client testimonials, and fitness tips. For instance, A could create a 3-month Instagram growth plan that aims to boost engagement by 30%. If successful, Soulfitness could see an influx of new members, allowing them to expand their classes and offerings.

#### Synergy Potential:

The unique synergy lies in the alignment of health and wellness with effective marketing strategies, where Organize Design Create's expertise in social footprint building can directly translate to increased client engagement for Soulfitness.

**Action Items:**

1. Schedule an initial consultation to discuss Soulfitness's specific marketing needs.
2. Develop a tailored marketing strategy proposal that outlines potential campaigns and expected outcomes.
3. Create sample marketing materials to present to Soulfitness as part of the proposal.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

75% conf

Soulfitness Studio Health and wellness center! Organize Design Create

**Reasoning:**

Soulfitness Studio targets individuals aiming for health and wellness, which overlaps with Organize Design Create's client base of entrepreneurs and professionals. This presents a referral opportunity where both businesses can recommend each other's services.

**Value Proposition:**

A referral partnership could lead to increased clientele for both businesses, potentially generating additional revenue of \$5,000 per month for each through new client sign-ups.

**Collaboration Example:**

Soulfitness could include a quarterly workshop on wellness and productivity for entrepreneurs, where Organize Design Create would provide marketing insights. Participants could be offered a discount on both services. For example, if 50 attendees sign up for the workshop and 10 of them become clients for Organize Design Create, that could lead to \$2,500 in new business.

**Synergy Potential:**

This pairing is unique as it combines wellness and marketing, appealing to professionals who prioritize health while growing their businesses, creating a holistic approach to personal and professional development.

**Action Items:**

1. Create a joint referral program that incentivizes both businesses to refer clients.
2. Design a workshop format that includes both marketing tips and wellness strategies.
3. Collaborate on promotional materials for the workshop to maximize audience reach.

Value: MEDIUM

MUTUAL BENEFIT