

BUSINESS RELATIONSHIP ANALYSIS

IV Creative !” Tosh’s Urban Garden

3 Relationships Identified

BUSINESS PROFILES

IV Creative

Contact: Iliana

Industry: Marketing & Design

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

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 .

VENDOR 1/3

80% conf

IV Creative !” Tosh’s Urban Garden

Reasoning:

IV Creative specializes in content creation, which is essential for Tosh's Urban Garden to promote its natural herbal products effectively. By leveraging IV Creative's expertise, Tosh's can enhance its marketing efforts and reach a wider audience.

Value Proposition:

Tosh's Urban Garden could see a 30% increase in customer engagement through enhanced content marketing, leading to an estimated additional \$10,000 in quarterly revenue.

Collaboration Example:

IV Creative could create a series of engaging video tutorials that showcase how to use Tosh's herbal products in daily wellness routines. For example, a video could demonstrate brewing a herbal tea and its health benefits, shared across social media platforms. This project could generate significant interest and drive online sales, benefiting both businesses.

Synergy Potential:

The pairing of a marketing agency with a health-focused product line creates a unique opportunity to target health-conscious consumers through tailored content that speaks directly to their interests and needs.

Action Items:

1. Set up an initial meeting between Iliana and Latachia to discuss specific content needs.
2. Develop a content calendar outlining potential topics and formats for the promotional materials.
3. Launch the first video tutorial campaign within the next month to align with Tosh's product launch.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/3

70% conf

Tosh's Urban Garden !' IV Creative**Reasoning:**

Tosh's Urban Garden could supply IV Creative with natural herbal products for event giveaways or promotional samples, enhancing IV Creative's marketing efforts and community engagement.

Value Proposition:

IV Creative could enhance its event marketing by offering unique, eco-friendly giveaways, which could attract up to 50 new clients per event, potentially generating \$15,000 in new business annually.

Collaboration Example:

At an upcoming local business expo, IV Creative can offer samples of Tosh's herbal teas at its booth. Each sample includes a discount code for a first-time purchase, encouraging new clients to engage with both businesses. This strategy not only promotes Tosh's products but also enhances IV Creative's visibility in the community.

Synergy Potential:

Leveraging the health and wellness trend, this partnership positions both businesses as leaders in their respective fields, promoting a lifestyle that resonates with eco-conscious consumers.

Action Items:

1. Arrange a product sample delivery from Tosh for IV Creative's upcoming events.
2. Design joint promotional materials that highlight both businesses at events.
3. Create a feedback loop to measure the impact of the giveaways on client acquisition.

Value: MEDIUM

MUTUAL BENEFIT

IV Creative!' Tosh's Urban Garden

Reasoning:

Both businesses can collaborate to create unique workshops that combine marketing and health, attracting their shared target audience.

Value Proposition:

By hosting a joint workshop on 'Natural Wellness and Marketing Your Health Products,' they can each draw in potential clients, boosting customer bases and fostering community engagement.

Collaboration Example:

IV Creative and Tosh's Urban Garden could host a workshop where participants learn about the benefits of herbal products while also receiving tips on how to market their own health-related businesses. Attendees could receive a herbal product sample and marketing materials, enhancing both brands' recognition and engagement.

Synergy Potential:

This collaboration uniquely blends the health and marketing sectors, providing valuable insights to local entrepreneurs while reinforcing both businesses' commitment to community wellness and support.

Action Items:

1. Develop a workshop outline and set a date within the next month.
2. Promote the event through both businesses' networks to maximize attendance.
3. Evaluate attendee feedback to refine future workshops and partnerships.

Value: MEDIUM

MUTUAL BENEFIT