

# BUSINESS RELATIONSHIP ANALYSIS

IV Creative!" Organize Design Create

2 Relationships Identified

## BUSINESS PROFILES

### IV Creative

Contact: Iliana

Industry: Marketing & Design

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

### Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

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

## COLLABORATION 1/2

80% conf

IV Creative!" Organize Design Create

### Reasoning:

Both businesses operate in the marketing and design sector and target similar customer bases. IV Creative can leverage Organize Design Create's expertise in structure and social footprint to enhance their content creation services, while Organize Design Create can benefit from IV Creative's content generation for their marketing campaigns.

### Value Proposition:

This collaboration allows both businesses to expand their service offerings, potentially increasing project revenues by 20% and enhancing client satisfaction through comprehensive marketing solutions.

### Collaboration Example:

IV Creative and Organize Design Create could co-develop a 'Startup Launch Package' that combines content creation and structured marketing strategies. For example, IV Creative would provide high-quality content for a new startup's website and social media, while Organize Design Create would design the marketing strategy and implement it across platforms. They could split the \$3,000 fee, resulting in a win-win situation for both.

### Synergy Potential:

The unique synergy lies in blending IV Creative's content expertise with Organize Design Create's strategic marketing approach, creating a comprehensive service that neither can offer alone. This would provide a more holistic solution to clients looking to establish a strong market presence.

### Action Items:

1. Schedule a joint brainstorming session to outline potential packages for startups.
2. Develop a marketing plan to promote the Startup Launch Package through social media and local networking events.
3. Create a shared online workspace to manage tasks and timelines effectively.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Organize Design Create! IV Creative

### Reasoning:

Both businesses share a target market of local business owners, but they do not directly compete. Organize Design Create can refer clients needing content creation services to IV Creative, enhancing their service spectrum without straying from their core offerings.

### Value Proposition:

This referral relationship can lead to a 15% increase in client acquisition for both businesses, as they can cross-recommend services to each other's existing client bases.

### Collaboration Example:

When Organize Design Create is working with a small business that requires content creation for a new campaign, they can refer them to IV Creative. For instance, a local restaurant looking to launch a new menu could be referred to IV Creative for enticing blog posts and social media content. In return, IV Creative could refer clients needing structured marketing strategies back to Organize Design Create.

### Synergy Potential:

This pairing leverages their complementary services—IV Creative focuses on content while Organize Design Create provides strategic marketing—resulting in a seamless referral process that meets all client needs without overlap.

### Action Items:

1. Create a referral agreement outlining the terms and conditions for client referrals.
2. Develop a joint marketing flyer highlighting services to distribute to both businesses' networks.
3. Set up a quarterly review meeting to discuss referral outcomes and optimize the process.

Value: MEDIUM

MUTUAL BENEFIT