

BUSINESS RELATIONSHIP ANALYSIS

IV Creative !” Jamz Trainings

2 Relationships Identified

BUSINESS PROFILES

IV Creative

Contact: Iliana

Industry: Marketing & Design

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

Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

REFERRAL 1/2

80% conf

IV Creative !” Jamz Trainings

Reasoning:

IV Creative focuses on supporting local businesses, including those in health and wellness. Jamz Trainings targets middle-age recreational athletes, many of whom may also be small business owners in the Jacksonville area. This overlap presents a strong opportunity for mutual referrals.

Value Proposition:

IV Creative could gain access to a new client base of health-conscious individuals, while Jamz Trainings could benefit from increased exposure among local business owners for personal training and wellness services.

Collaboration Example:

IV Creative could feature Jamz Trainings in a monthly local business spotlight article on their website and social media channels, driving traffic to Jamz's services. In turn, Jamz could offer exclusive discounts to clients referred by IV Creative, creating a direct incentive for both parties to refer clients to one another.

Synergy Potential:

Both businesses serve the local Jacksonville community and have complementary services, where health and wellness can enhance the productivity and well-being of local business owners. This unique pairing allows for a localized strategy that benefits both parties significantly.

Action Items:

1. Set up a meeting to discuss a referral program and its structure.
2. Create promotional materials that highlight the partnership benefits for potential clients.
3. Launch a joint social media campaign to announce the referral program and encourage a cross-promotion.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

70% conf

IV Creative !' Jamz Trainings**Reasoning:**

Collaboration on local wellness events could allow both businesses to engage their target markets effectively. By hosting events, they can combine their audiences for greater reach and visibility.

Value Proposition:

Through a combined wellness workshop, both businesses can draw in clients from each other's networks, leading to increased customer acquisition and brand exposure.

Collaboration Example:

IV Creative could organize a 'Wellness Day' event at a local community center where Jamz Trainings offers free introductory personal training sessions and sports massage demonstrations. IV Creative would handle marketing and design for the event, while Jamz would provide the trainers and therapists. This could draw a local crowd of potential clients for both businesses, generating immediate leads and building community goodwill.

Synergy Potential:

The collaboration uniquely positions both businesses to capitalize on the growing trend of health and wellness among local business owners, creating a platform for networking and engagement that neither could achieve alone.

Action Items:

1. Develop a joint event plan outlining roles, responsibilities, and logistics.
2. Create a marketing strategy that leverages both businesses' social media channels to promote the event.
3. Set a date and secure a venue for the Wellness Day event.

Value: HIGH

MUTUAL BENEFIT