

BUSINESS RELATIONSHIP ANALYSIS

IV Creative!" Simple Creations By T

2 Relationships Identified

BUSINESS PROFILES

IV Creative

Contact: Iliana

Industry: Marketing & Design

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

Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

VENDOR 1/2

75% conf

IV Creative!" Simple Creations By T

Reasoning:

IV Creative specializes in content creation which includes marketing materials that Simple Creations By T could use to promote their custom gifts and apparel. By engaging IV Creative, Simple Creations can enhance their brand visibility and customer engagement.

Value Proposition:

By utilizing IV Creative's content services, Simple Creations can expect a 20% increase in social media engagement, leading to an estimated additional \$5,000 in annual sales from improved customer outreach.

Collaboration Example:

Simple Creations By T could hire IV Creative to design a series of promotional images and videos showcasing their custom gifts. For example, a holiday marketing campaign featuring personalized ornaments could be created, boosting visibility during the peak shopping season.

Synergy Potential:

The combination of IV Creative's expertise in marketing and Simple Creations' unique product offerings creates a compelling narrative that can attract local customers looking for personalized gifts, making their partnership particularly effective in the Jacksonville market.

Action Items:

1. Schedule an introductory meeting to discuss potential projects and needs.
2. Develop a proposal for a specific marketing campaign targeting upcoming holidays.
3. Create a content calendar that outlines deliverables and timelines for the project.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

80% conf

Simple Creations By TIANA Creative

Reasoning:

Simple Creations serves individuals and organizations looking for personalized gifts, which often includes local businesses celebrating milestones. Referring IV Creative to these businesses for their content needs can enhance both companies' customer bases without direct competition.

Value Proposition:

By referring IV Creative to their clients, Simple Creations can enhance customer satisfaction and potentially earn referral fees, leading to an increase in revenue by up to 10% from new business opportunities.

Collaboration Example:

When a local business reaches out to Simple Creations to order custom branded merchandise for an event, Tiana can refer them to IV Creative for high-quality marketing materials, creating a seamless experience that strengthens client relationships.

Synergy Potential:

The unique dynamic of Simple Creations' gift offerings combined with IV Creative's marketing expertise allows for cross-promotion that can lead to joint clientele, enhancing both businesses' visibility in the local market.

Action Items:

1. Create a referral agreement outlining terms for service exchanges.
2. Organize a networking event where both businesses can showcase their services to potential clients.
3. Develop promotional materials that highlight the partnership to distribute to clients.

Value: HIGH

MUTUAL BENEFIT