

# BUSINESS RELATIONSHIP ANALYSIS

## Communicate Design & Marketing !” JPO Logistics

2 Relationships Identified

### BUSINESS PROFILES

#### Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

#### JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

### REFERRAL 1/2

75% conf

#### JPO Logistics LLC !” Communicate Design & Marketing

##### Reasoning:

JPO Logistics serves shippers and owner-operators who may also need marketing and branding services, which Communicate provides. By referring clients to each other, they can both expand their customer bases without competing directly.

##### Value Proposition:

Increased client acquisition for both businesses, potentially generating \$10,000 in new revenue over the next quarter from referrals.

##### Collaboration Example:

JPO Logistics can refer its shipping clients who need marketing support to Communicate Design. For instance, if a client wants to boost their online presence, JPO can introduce them to Communicate, earning a referral fee. This could result in JPO earning \$2,000 for every successful referral, while Communicate increases its client base.

##### Synergy Potential:

The unique synergy lies in JPO's direct access to a niche market of logistics clients who are often in need of branding and marketing services, allowing Communicate to tap into a specialized sector.

##### Action Items:

1. Set up a referral agreement outlining commissions for successful leads.

2. Create promotional materials highlighting Communicate's services for JPO to share with its clients.
3. Schedule a joint webinar to educate both client bases on the importance of marketing in logistics.

Value: MEDIUM

MUTUAL BENEFIT

## VENDOR 2/2

70% conf

### Communicate Design & Marketing !' JPO Logistics LLC

#### Reasoning:

Communicate Design can provide marketing services to JPO Logistics, enhancing JPO's visibility among shippers and owner-operators. This collaboration allows JPO to improve branding while Communicate can gain a steady client.

#### Value Proposition:

By improving its online presence through a new website and marketing materials, JPO could increase its client inquiries by 30%, leading to an estimated additional \$20,000 in revenue over six months.

#### Collaboration Example:

Communicate could redesign JPO's website to highlight its logistics services and include SEO strategies to attract more traffic. They could also create targeted ads for social media that specifically reach shippers looking for logistics services, with the goal of generating 50 new leads in the next month.

#### Synergy Potential:

This pairing is unique because JPO requires specialized marketing strategies tailored to their industry, and Communicate has the expertise to deliver this effectively, creating a targeted and impactful marketing approach.

#### Action Items:

1. Conduct a joint strategy session to identify JPO's marketing needs.
2. Draft a proposal for a website redesign and marketing campaign specifics, including timelines and deliverables.
3. Establish a feedback mechanism to track the effectiveness of marketing efforts and adjust strategies accordingly.

Value: HIGH

MUTUAL BENEFIT