

BUSINESS RELATIONSHIP ANALYSIS

IV Creative!" Relax Relate & Release

2 Relationships Identified

BUSINESS PROFILES

IV Creative

Contact: Iliana

Industry: Marketing & Design

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

Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

Massage Therapy

VENDOR 1/2

80% conf

IV Creative!" Relax Relate & Release

Reasoning:

IV Creative specializes in content creation, which could include marketing materials for Relax Relate & Release's massage therapy services. By developing targeted marketing campaigns, IV Creative can help B attract more veterans, their primary clientele.

Value Proposition:

IV Creative could generate additional revenue of \$2,000 by creating a set of promotional materials and online campaigns for Relax Relate & Release, while B increases their client base by 15% through improved outreach.

Collaboration Example:

IV Creative designs a series of social media posts and a promotional video showcasing Relax Relate & Release's special veteran discounts. The video is shared on both companies' platforms, leading to a 20% increase in bookings during Veterans Month and generating \$1,000 in new revenue for B.

Synergy Potential:

The unique synergy lies in IV Creative's ability to tailor content specifically for the veteran community, which aligns perfectly with Relax Relate & Release's target market, thus enhancing both brands' visibility in a niche area.

Action Items:

1. Schedule a meeting between Iliana and Hazel to discuss potential marketing strategies.

2. Create a marketing proposal outlining specific services IV Creative can provide.
3. Develop a joint promotional calendar targeting local veteran events for October.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Relax Relate & Release !' IV Creative

Reasoning:

Relax Relate & Release serves veterans who may also benefit from local marketing services offered by IV Creative, thus creating a referral relationship where B can recommend A's services to their clients.

Value Proposition:

By providing referrals to IV Creative, Relax Relate & Release can earn a 10% commission on any new business generated, potentially adding \$500 to their revenue.

Collaboration Example:

During a wellness workshop for veterans, Hazel introduces Iliana to attendees, highlighting IV Creative's ability to help local businesses like theirs with marketing. If five veterans start using IV Creative's services, B could earn \$250 in commissions, creating a win-win scenario.

Synergy Potential:

This pairing is unique because it connects the wellness industry with local business marketing, allowing both businesses to tap into the veteran community effectively and create a supportive network.

Action Items:

1. Set up a referral agreement detailing commission structures.
2. Create a flyer for Relax Relate & Release to distribute at events, promoting IV Creative's services.
3. Host a joint information session for veterans about local wellness and business resources.

Value: MEDIUM

MUTUAL BENEFIT