

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing!' Noseniorleft

2 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

Noseniorleftbehindfl.org

Contact: Wanda K Jackson

Industry: Professional Services

Assessments for 55 and older in need of a service to help maintain independence.

VENDOR 1/2

80% conf

Communicate Design & Marketing!' Noseniorleftbehindfl.org

Reasoning:

Communicate Design & Marketing can provide branding and marketing services to Noseniorleftbehindfl.org, enhancing their visibility to potential clients and funding sources. In turn, Noseniorleftbehindfl.org can give Communicate access to their unique market segment.

Value Proposition:

By enhancing Noseniorleftbehindfl.org's brand, Communicate could potentially earn \$5,000 in fees while opening up new marketing opportunities for future senior-focused projects.

Collaboration Example:

Communicate could redesign Noseniorleftbehindfl.org's website to be more user-friendly and visually appealing, ensuring it effectively communicates services to seniors and their families. They could also create a series of targeted social media campaigns to attract funding and clients, aiming for a \$5,000 project fee to be split from any new donations received from these efforts.

Synergy Potential:

This pairing is unique because Communicate has the design expertise to create impactful materials that resonate specifically with the senior demographic, while Noseniorleftbehindfl.org has direct access to the target audience that Communicate aims to reach.

Action Items:

1. Schedule a meeting between Kate Reeve and Wanda K Jackson to discuss branding needs.
2. Outline a proposal for a website redesign and social media strategy tailored for Noseniorleftbehindfl.org.
3. Set a timeline for the project kickoff, with milestones for deliverables.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Noseniorleftbehindfl.org | Communicate Design & Marketing

Reasoning:

Noseniorleftbehindfl.org serves seniors who may need marketing services for their own small businesses or initiatives, thus providing a referral avenue for Communicate Design & Marketing.

Value Proposition:

For every referral, Noseniorleftbehindfl.org could earn a commission from Communicate, while Communicate gains access to a niche market of senior entrepreneurs, potentially leading to multiple new clients.

Collaboration Example:

During assessments, Noseniorleftbehindfl.org can identify seniors who run small businesses and introduce them to Communicate for branding and marketing services. For instance, they might refer a senior artist looking to establish an online presence; if that artist hires Communicate, Noseniorleftbehindfl.org would receive a 10% referral fee on the \$3,000 project.

Synergy Potential:

This relationship is special because it connects Communicate with a demographic often overlooked in marketing, while Noseniorleftbehindfl.org benefits financially from helping their clients succeed in business.

Action Items:

1. Develop a referral agreement outlining commission structures.
2. Create a list of potential senior entrepreneurs to target for referrals.
3. Host a joint informational session for seniors about the benefits of marketing and branding.

Value: MEDIUM

MUTUAL BENEFIT