

# BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers!" Communikate Design & Marketing

2 Relationships Identified

## BUSINESS PROFILES

### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale  
Industry: Arts & Creative  
community/employee enhancement through art of dance

### Communikate Design & Marketing

Contact: Kate Reeve  
Industry: Marketing & Design  
Websites, Branding, Marketing Strategy and more

REFERRAL 1/2

75% conf

Celebrate & Smile International Steppers!" Communikate Design & Marketing

#### Reasoning:

Celebrate & Smile International Steppers targets companies looking to enhance employee relations, which aligns with Communikate's focus on service businesses and non-profits that may seek employee engagement strategies. They can refer clients to each other without competing.

#### Value Proposition:

Increased client base and potential revenue from referrals; for instance, if Celebrate refers just 5 clients to Communikate for branding, it could yield \$10,000 in new business.

#### Collaboration Example:

Celebrate & Smile could refer a local non-profit seeking branding help to Communikate. In return, Communikate can promote Celebrate's dance workshops as a unique employee engagement tool to its clients. This creates a win-win where both businesses can leverage each other's networks.

#### Synergy Potential:

This pairing is unique because Celebrate specializes in enhancing employee engagement through dance, while Communikate focuses on branding and marketing for businesses, allowing them to create a holistic employee enhancement experience.

**Action Items:**

1. Set up a meeting between Tiffany and Kate to discuss referral strategies.
2. Create a shared document detailing referral processes and client needs.
3. Develop co-branded marketing materials promoting each other's services.

Value: MEDIUM

MUTUAL BENEFIT

**COLLABORATION 2/2**

80% conf

C o m m u n i k a t e   D e s i g n &amp; M a r k e t i n g ! ' C e l e b r a t e &amp; S m i l e   I n t e r n a t i o n a l   S t e p p e r

**Reasoning:**

Communikate can enhance its service offerings by incorporating Celebrate's dance workshops into team-building and employee engagement packages, creating a unique product that appeals to their shared target markets.

**Value Proposition:**

This collaboration could lead to new service packages that generate an additional \$15,000 in revenue for Communikate through bundled offerings, while Celebrate gains exposure to new corporate clients.

**Collaboration Example:**

Communikate can organize a corporate retreat for a local company, incorporating a dance workshop led by Celebrate. The event would include branding materials designed by Communikate, and a follow-up survey showing increased employee satisfaction could be a compelling case study for both businesses.

**Synergy Potential:**

The combination of marketing expertise and creative dance workshops creates a unique offering that stands out in a crowded market, appealing to businesses wanting innovative employee engagement solutions.

**Action Items:**

1. Plan a joint workshop for a local company within the next month.
2. Develop a marketing campaign highlighting the benefits of combining dance with corporate branding.
3. Exchange client insights to tailor offerings that address specific needs in employee engagement.

Value: HIGH

MUTUAL BENEFIT