

# BUSINESS RELATIONSHIP ANALYSIS

Communikate Design & Marketing!" Free Agents Inc

2 Relationships Identified

## BUSINESS PROFILES

### Communikate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

### Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

REFERRAL 1/2

75% conf

Communikate Design & Marketing!" Free Agents Inc

#### Reasoning:

Communikate Design & Marketing targets solo entrepreneurs and service businesses, while Free Agents Inc targets companies with a larger employee base. They can refer clients to each other based on their specific needs without competing.

#### Value Proposition:

By referring clients to each other, both businesses could increase their client base by at least 10-15%, leading to potential revenue increases of \$5,000 to \$10,000 annually.

#### Collaboration Example:

When Communikate encounters a small business needing strategic business solutions, they can refer them to Free Agents Inc, who could then provide bespoke consulting services. In return, Free Agents could refer their clients needing branding or website redesigns to Communikate, creating a steady stream of warm leads for both.

#### Synergy Potential:

The synergy lies in their complementary target markets; Communikate's focus on smaller entities aligns perfectly with Free Agents' capability to service growing businesses, enhancing each other's offerings without overlap.

#### Action Items:

1. Set up a referral agreement outlining the terms of client exchanges.

2. Develop a joint marketing campaign showcasing the referral relationship.
3. Schedule a quarterly meeting to review referrals and adjust strategies.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 2/2

65% conf

Communikate Design & Marketing | Free Agents Inc

### Reasoning:

Both businesses can leverage their strengths to create a unique service package for companies that need both marketing strategy and professional services.

### Value Proposition:

A collaborative offering could attract larger clients, potentially increasing revenue by 20% for both businesses through bundled services.

### Collaboration Example:

Communikate could co-host a workshop with Free Agents Inc titled 'Growing Your Business: Marketing and Operational Strategies.' They could charge \$100 per participant, aiming for 30 attendees, generating \$3,000 while showcasing both businesses' services to a wider audience.

### Synergy Potential:

This partnership is unique because it combines creative marketing with operational expertise, providing a holistic approach to business growth that neither could offer alone.

### Action Items:

1. Outline the workshop agenda and key topics to be covered.
2. Create promotional materials and launch a marketing campaign for the event.
3. Identify and secure a venue that accommodates potential participants.

Value: HIGH

MUTUAL BENEFIT