

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !” Relax Relate

2 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

Massage Therapy

VENDOR 1/2

80% conf

Communicate Design & Marketing !” Relax Relate & Release

Reasoning:

Communicate Design & Marketing can provide branding and marketing services to Relax Relate & Release, helping them enhance their visibility and attract more clients. In return, Relax Relate & Release can promote Communicate's services to their veteran clients, creating a reciprocal relationship.

Value Proposition:

By enhancing Relax Relate & Release's brand presence through targeted marketing, Communicate could potentially increase its revenue by 25% through new client acquisition.

Collaboration Example:

Communicate Design & Marketing creates a comprehensive marketing campaign for Relax Relate & Release, which includes a new logo, website redesign, and social media strategy aimed at veterans. The campaign launches next month, leading to a projected increase in massage appointments by 30% over the next quarter, while Communicate earns \$8,000 for their services.

Synergy Potential:

The unique synergy lies in the focused target market of veterans; Communicate's expertise in marketing can specifically tailor messaging that resonates with this audience, making the outreach more effective than generic marketing strategies.

Action Items:

1. Schedule a meeting between Kate and Hazel to discuss specific marketing needs and goals.
2. Create a proposal outlining potential branding and marketing services tailored for Relax Relate & Release.
3. Develop a timeline and budget for the marketing campaign to ensure both parties are aligned.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Relax Relate & Release !' Communicate Design & Marketing

Reasoning:

Relax Relate & Release serves veterans who may also be founders or solo entrepreneurs, making it a good opportunity for referring clients to Communicate Design & Marketing for their branding and marketing needs.

Value Proposition:

By referring clients to Communicate, Relax Relate & Release can earn referral fees and strengthen its service offerings, potentially increasing its revenue by 15% through new referral commissions.

Collaboration Example:

During a wellness event for veterans, Relax Relate & Release can hand out brochures for Communicate Design & Marketing, recommending their services for veterans looking to start businesses. For each successful referral, Relax Relate & Release earns a 10% commission on the projects Communicate secures, boosting their income while providing valuable resources to veterans.

Synergy Potential:

This partnership uniquely positions Relax Relate & Release not just as a health service provider, but as a holistic support system for veteran entrepreneurs, bridging health and business needs in the community.

Action Items:

1. Create a referral agreement between both businesses detailing commission structures.
2. Develop co-branded marketing materials for the wellness event to promote both services.
3. Identify and train staff at Relax Relate & Release to effectively communicate Communicate's offerings to clients.

Value: MEDIUM

MUTUAL BENEFIT