

# BUSINESS RELATIONSHIP ANALYSIS

## Celebrate & Smile International Steppers !" Communicate

3 Relationships Identified

### BUSINESS PROFILES

#### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

#### Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

### REFERRAL 1/3

75% conf

## Celebrate & Smile International Steppers !" Communicate Design & Marketing

#### Reasoning:

Celebrate & Smile International Steppers targets companies looking to enhance employee relations which often need marketing and branding services. Communicate Design & Marketing could receive referrals from Celebrate & Smile when these companies inquire about improving their branding or marketing strategies.

#### Value Proposition:

Celebrate & Smile can refer clients to Communicate, increasing their client base and revenue potential by at least 20% per referral, while Communicate gains access to a niche market.

#### Collaboration Example:

When a local company plans a dance workshop for team building, Celebrate & Smile can refer them to Communicate for creating promotional materials and a branded website for the event. If the workshop brings in 50 participants, Communicate might earn \$2,000 from the marketing project, while Celebrate & Smile solidifies their relationship with the client.

#### Synergy Potential:

This pairing uniquely combines the artistic enhancement of workplace culture with professional branding, making the overall employee engagement strategy more appealing and comprehensive.

**Action Items:**

1. Set up a referral agreement where both businesses benefit from client introductions.
2. Develop a co-branded marketing brochure highlighting each other's services to distribute to potential clients.
3. Organize a networking event where both businesses can present their services to interested companies.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/3**

60% conf

Communicate Design & Marketing | Celebrate & Smile International Stepper

**Reasoning:**

Communicate Design & Marketing serves a target market that includes service businesses and non-profits which may benefit from employee enhancement activities offered by Celebrate & Smile. They can refer clients who are looking to enhance team dynamics through dance.

**Value Proposition:**

For each client that Communicate refers to Celebrate & Smile, there could be a revenue share agreement, potentially increasing Celebrate's revenue by approximately 30% per referral.

**Collaboration Example:**

If Communicate has a non-profit client focused on community health, they could refer them to Celebrate & Smile for a dance-based fundraiser. Celebrate could earn \$3,000 from organizing the event, while Communicate solidifies their relationship with the non-profit by offering additional marketing support.

**Synergy Potential:**

This relationship is special because it blends creative marketing with community engagement, providing clients with a holistic approach to improving their brand and employee satisfaction.

**Action Items:**

1. Create a referral program that rewards Communicate for each client they send to Celebrate & Smile.
2. Host a joint workshop where both companies present the benefits of dance for team-building alongside marketing strategies.
3. Develop case studies showcasing successful collaborations to share with potential clients.

Value: MEDIUM

MUTUAL BENEFIT

Celebrate & Smile International Steppers !' Communicate Design & Marketing

**Reasoning:**

Both businesses can collaborate on events that combine marketing and dance, creating a unique experience for companies that want to enhance team cohesion and branding.

**Value Proposition:**

By collaborating on events, both businesses can increase their visibility and attract new clients, potentially generating \$5,000 per event.

**Collaboration Example:**

Celebrate & Smile could host a quarterly 'Dance and Branding Workshop' where teams from local businesses learn the art of dance while simultaneously developing their brand identity with Communicate's guidance. The event could attract 30 participants, generating \$3,000 for Celebrate and \$2,000 for Communicate from workshop fees.

**Synergy Potential:**

This collaboration uniquely fuses artistic expression with strategic marketing, creating memorable experiences that stand out in a crowded market.

**Action Items:**

- 1. Plan the first 'Dance and Branding Workshop' for next month, setting goals for participation and marketing.
- 2. Create joint promotional materials for the workshop to leverage both brands' networks.
- 3. Schedule a follow-up meeting post-event to review success and outline future collaborations.

Value: HIGH

MUTUAL BENEFIT