

# BUSINESS RELATIONSHIP ANALYSIS

## IV Creative !” The Collective Om

2 Relationships Identified

### BUSINESS PROFILES

#### IV Creative

Contact: Iliana

Industry: Marketing & Design

We support local businesses who are in need of content creation services.

#### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

### VENDOR 1/2

80% conf

## IV Creative !” The Collective Om

#### Reasoning:

IV Creative can provide marketing content that The Collective Om needs to effectively reach their target market. Since The Collective Om is currently seeking marketing help, this relationship is beneficial as IV Creative can fulfill that gap.

#### Value Proposition:

IV Creative could generate an additional \$10,000 in revenue by securing a retainer contract for ongoing marketing services for The Collective Om.

#### Collaboration Example:

IV Creative could design a comprehensive marketing campaign for The Collective Om's new wellness program aimed at small businesses. This would include creating promotional graphics, social media posts, and a landing page. In exchange, The Collective Om could offer wellness workshops for IV Creative's team, improving overall employee wellness and productivity.

#### Synergy Potential:

Both businesses are focused on local community engagement and personal growth, making their collaboration resonate deeply with the same audience. Their combined expertise creates a holistic approach to both marketing and wellness that is particularly appealing.

**Action Items:**

1. Schedule a meeting to discuss The Collective Om's specific marketing needs.
2. Draft a proposal outlining potential marketing strategies tailored for The Collective Om's services.
3. Create a sample marketing campaign to present during the follow-up meeting.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

The Collective Om !' IV Creative

**Reasoning:**

The Collective Om serves small business owners who could benefit from IV Creative's content creation services. Referring their clients to IV Creative can enhance their service offerings without competing.

**Value Proposition:**

By referring clients to IV Creative, The Collective Om can enhance its service portfolio and potentially earn a commission or referral fee, estimated at \$2,000 annually based on expected client conversions.

**Collaboration Example:**

During a health workshop, The Collective Om can introduce IV Creative as a trusted partner for attendees needing marketing support. For example, they can share success stories of clients who improved their online presence through IV Creative, driving at least five referrals in the next quarter.

**Synergy Potential:**

This pairing uniquely harnesses The Collective Om's health-focused clientele, allowing IV Creative to reach a niche market that values both wellness and effective business communication.

**Action Items:**

1. Create a referral program that incentivizes The Collective Om for each client they refer to IV Creative.
2. Develop marketing materials that The Collective Om can distribute during their wellness workshops.
3. Host a joint event to educate The Collective Om's clients on the importance of marketing in promoting health services.

Value: MEDIUM

MUTUAL BENEFIT