

BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers!" Communikate Design & Marketing

3 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 1/3

75% conf

Celebrate & Smile International Steppers!" Communikate Design & Marketing

Reasoning:

Celebrate & Smile International Steppers targets companies looking to enhance employee relations which often need marketing and branding services. Communikate 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 Communikate, increasing their client base and revenue potential by at least 20% per referral, while Communikate 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 Communikate for creating promotional materials and a branded website for the event. If the workshop brings in 50 participants, Communikate 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

Communikate Design & Marketing |' Celebrate & Smile International Stepper

Reasoning:

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

Collaboration Example:

If Communikate 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 Communikate 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 Communikate 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! Communikate 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 Communikate's guidance. The event could attract 30 participants, generating \$3,000 for Celebrate and \$2,000 for Communikate 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