

BUSINESS RELATIONSHIP ANALYSIS

Organize Design Create!" The Collective O

2 Relationships Identified

BUSINESS PROFILES

Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

COLLABORATION 1/2

85% conf

The Collective Om!" Organize Design Create

Reasoning:

The Collective Om provides holistic health services that can greatly benefit the marketing efforts of Organize Design Create. By collaborating, they can create a unique wellness campaign that promotes both businesses while also providing genuine value to their clients.

Value Proposition:

By creating a joint wellness program, both businesses can attract new clients, with an estimated revenue increase of 20% through bundled service offerings and shared marketing efforts.

Collaboration Example:

The Collective Om could offer a 'Wellness Wednesday' event where clients of Organize Design Create get a free mini holistic health session. This event could be marketed through social media, and both businesses share the costs and profits from any upsells during the event. For example, if 30 clients attend and each purchases a service worth \$50 after the event, they could generate an additional \$1,500 in revenue.

Synergy Potential:

This partnership uniquely combines health and marketing, tapping into the growing trend of workplace wellness, which is increasingly attractive to small businesses looking to improve employee satisfaction and productivity.

Action Items:

1. Schedule a meeting between Ashlyn and Victoria to outline potential wellness event details.
2. Develop a joint marketing plan to promote the 'Wellness Wednesday' campaign.
3. Create a feedback loop post-event to assess outcomes and client satisfaction for future collaboration.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Organize Design Create! The Collective Om

Reasoning:

Both businesses target small businesses, but in different aspects of their operations. Organize Design Create can refer its clients seeking holistic health services to The Collective Om, creating a referral network that adds value to both parties.

Value Proposition:

Organize Design Create can earn referral fees or reciprocal referrals, potentially increasing client retention by 15% as they can offer a more comprehensive service package.

Collaboration Example:

When Organize Design Create works with a startup client focused on employee wellness, they can refer them to The Collective Om for team health workshops. For instance, if a startup books a workshop for \$1,000, Organize Design Create could earn a 10% referral fee (\$100), while the startup enhances its team culture.

Synergy Potential:

This pairing capitalizes on the complementary nature of health and marketing services, providing a holistic approach to business growth that few other partnerships can offer.

Action Items:

1. Draft a referral agreement outlining commission structures for client referrals.
2. Create a joint resource guide showcasing both services for easier client access.
3. Initiate a monthly check-in to discuss potential referrals and outcomes.

Value: MEDIUM

MUTUAL BENEFIT