

# BUSINESS RELATIONSHIP ANALYSIS

## IV Creative!" Relax Relate & Release

2 Relationships Identified

### BUSINESS PROFILES

#### IV Creative

Contact: Iliana

Industry: Marketing & Design

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

#### Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

Massage Therapy

### VENDOR 1/2

75% conf

## IV Creative!" Relax Relate & Release

#### Reasoning:

IV Creative specializes in content creation, which can benefit Relax Relate & Release by enhancing their online presence and marketing materials. By providing tailored content that speaks directly to veterans, IV Creative can help B attract its target audience more effectively.

#### Value Proposition:

Potential increase in client bookings of 20% through improved marketing efforts, leading to an estimated additional revenue of \$10,000 annually for Relax Relate & Release.

#### Collaboration Example:

IV Creative could design a targeted social media campaign featuring testimonials from veterans who have benefited from Relax Relate & Release's services. This campaign would run for a month, with IV Creative creating graphics, videos, and posts that highlight the unique benefits of massage therapy for veterans, aiming to drive at least 50 new inquiries during the campaign period.

#### Synergy Potential:

This pairing is unique because IV Creative's expertise in local marketing aligns perfectly with Relax Relate & Release's focus on a specific demographic, allowing for highly customized and impactful content that resonates deeply with veterans.

**Action Items:**

1. Schedule a meeting between IV Creative and Relax Relate & Release to discuss specific content needs.
2. Develop an initial content strategy outline focusing on social media and local outreach.
3. Launch a pilot marketing campaign targeting veterans within the next month.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Relax Relate & Release !' IV Creative

**Reasoning:**

Relax Relate & Release serves veterans who may also own local businesses, providing a potential referral channel for IV Creative. Both businesses cater to groups that can benefit from each other's services without competing.

**Value Proposition:**

Through cross-referrals, both businesses could see a 15% increase in client base, translating to an estimated additional revenue of \$5,000 for each business within a quarter.

**Collaboration Example:**

Hazel from Relax Relate & Release could introduce IV Creative's services to her veteran clients who run small businesses. For instance, during a massage session, she can mention IV Creative's content services, leading to a direct referral that could help one of her clients enhance their business marketing.

**Synergy Potential:**

The unique synergy lies in the shared target audience of local veterans, allowing both businesses to leverage their existing relationships to build trust and expand their networks effectively.

**Action Items:**

1. Create a referral program where Relax Relate & Release clients receive a discount for using IV Creative's services.
2. Set up a simple communication system for referrals between both businesses.
3. Host a meet-and-greet for veterans who are clients of both services to foster networking and referrals.

Value: MEDIUM

MUTUAL BENEFIT