

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing!" The Collec

2 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

VENDOR 1/2

75% conf

The Collective Om!" Communicate Design & Marketing

Reasoning:

The Collective Om can benefit from Communicate Design & Marketing's expertise in creating targeted marketing strategies that align with their health and wellness services. This relationship will help The Collective Om reach their target market more effectively.

Value Proposition:

By utilizing Communicate's marketing services, The Collective Om could see a potential increase in client acquisition by 30%, leading to an estimated revenue boost of \$15,000 annually.

Collaboration Example:

The Collective Om hires Communicate to develop a social media marketing campaign targeting women aged 20-60, focusing on holistic health benefits. This includes designing eye-catching graphics and creating a content calendar for a three-month engagement. The campaign results in a 50% increase in inquiries for their services, translating to significant new client sign-ups.

Synergy Potential:

This pairing is unique because The Collective Om's personalized wellness approach can be effectively showcased through Communicate's tailored marketing strategies, creating a strong narrative that resonates with potential clients seeking holistic health.

Action Items:

1. Schedule a meeting between Ashlyn Schwartz and Kate Reeve to discuss marketing needs and strategy.
2. Create a project brief outlining specific goals for the marketing campaign.
3. Develop a timeline and budget for the marketing services to be provided.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Communicate Design & Marketing !' The Collective Om

Reasoning:

Communicate Design & Marketing serves a target market that includes service businesses and solo entrepreneurs who may benefit from holistic health services. Referring clients for wellness services can enhance Communicate's value proposition.

Value Proposition:

By referring clients to The Collective Om, Communicate can add value to their services, potentially increasing client retention and attracting new clients, which can translate into a revenue increase of 20%, estimated at \$10,000 annually.

Collaboration Example:

Communicate identifies a solo entrepreneur client experiencing high stress levels and refers them to The Collective Om for a wellness program. As a result, this client improves their productivity and shares their positive experience, leading to new referrals for both businesses.

Synergy Potential:

The unique synergy lies in the holistic health approach that complements the high-stress environments of Communicate's clients, creating a comprehensive service package that addresses both business and personal well-being.

Action Items:

1. Develop a referral agreement outlining the benefits for referred clients and commission structure.
2. Create a joint marketing piece promoting the referral program to both businesses' clients.
3. Host a workshop where both businesses can present their services and mutual benefits to potential clients.

Value: MEDIUM

MUTUAL BENEFIT