

# BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" Communicate Design & M

2 Relationships Identified

## BUSINESS PROFILES

### Be Present Detalles

Contact: De'Ana Aguas

Industry: Professional Services

Events and Experiences

### Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

VENDOR 1/2

80% conf

Communicate Design & Marketing!" Be Present Detalles

#### Reasoning:

Communicate Design & Marketing can provide marketing services to Be Present Detalles, which currently needs marketing support. As Be Present Detalles focuses on events, having a strong marketing strategy will help them reach their target market more effectively.

#### Value Proposition:

By collaborating, Be Present Detalles could see a 30% increase in client inquiries due to improved marketing efforts, translating to potential revenue growth.

#### Collaboration Example:

Communicate can design and implement a targeted social media campaign for Be Present Detalles that highlights their unique event offerings. For example, they could create a month-long campaign centered around 'Romantic Getaways' that showcases packages and includes engaging visuals and testimonials. This campaign could generate at least 15 new clients for Be Present Detalles, resulting in an estimated \$4,500 in new business.

#### Synergy Potential:

This partnership is unique because Communicate specializes in branding and marketing tailored for service businesses, while Be Present Detalles has a niche in creating memorable experiences. Together, they can create a powerful marketing narrative that emphasizes the emotional connection of events.

**Action Items:**

1. Schedule an introductory meeting to discuss Be Present Detalles' specific marketing needs.
2. Develop a comprehensive marketing plan that includes social media, email campaigns, and branded content.
3. Create a timeline and budget for the marketing campaign to ensure measurable outcomes.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Be Present Detalles !' Communicate Design & Marketing

**Reasoning:**

Be Present Detalles targets busy professionals and couples, who are potential clients for Communicate Design & Marketing, especially in branding and marketing strategy. They can refer clients who need improved online presence and marketing services.

**Value Proposition:**

If Be Present Detalles refers just five clients to Communicate, it could lead to \$10,000 in additional projects for Communicate.

**Collaboration Example:**

During an event planning consultation, De'Ana can recognize a potential client's need for a new website and branding. She could refer them to Communicate, providing an email introduction that brings both parties together. This could result in a \$5,000 website project for Communicate and additional promotional content for the event by Be Present Detalles.

**Synergy Potential:**

The referral relationship is strengthened by the shared target audience of professionals seeking to elevate their brand and events. This creates a seamless connection between event planning and branding.

**Action Items:**

1. Develop a referral agreement that outlines incentives for each client referred.
2. Create a joint promotional flyer that highlights both businesses' services to share with clients.
3. Set up monthly meetings to discuss referred clients and track conversion rates.

Value: MEDIUM

MUTUAL BENEFIT