

# BUSINESS RELATIONSHIP ANALYSIS

## Communicate Design & Marketing !” Jamz Trainings

2 Relationships Identified

### BUSINESS PROFILES

#### Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

#### Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

### REFERRAL 1/2

80% conf

## Communicate Design & Marketing !” Jamz Trainings

#### Reasoning:

Communicate Design & Marketing targets service businesses and entrepreneurs, while Jamz Trainings focuses on middle-age recreational athletes. They can refer clients to each other, as founders seeking marketing services may also need personal training services to maintain health.

#### Value Proposition:

By referring clients, Communicate could increase its client base by 15%, while Jamz could gain 10 new clients per month through referrals.

#### Collaboration Example:

Communicate could feature Jamz Trainings in a monthly newsletter sent to their clients, highlighting special offers or success stories from current clients. In return, Jamz could provide a free introductory personal training session to any Communicate client who signs up for a website package, fostering dual engagement.

#### Synergy Potential:

This partnership uniquely combines health and marketing, which is increasingly relevant as entrepreneurs prioritize wellness in their busy lives. The pairing leverages the holistic approach to client wellness and business success.

#### Action Items:

1. Set up a referral agreement outlining mutual benefits and processes.

2. Create a joint marketing campaign to promote the referral offer.
3. Schedule an introductory meeting to brainstorm promotional content for both businesses.

Value: MEDIUM

MUTUAL BENEFIT

## VENDOR 2/2

70% conf

### Jamz Trainings ! Communicate Design & Marketing

#### Reasoning:

Jamz Trainings could benefit from marketing services to enhance their brand visibility and attract more clients from HOA communities. Communicate could provide tailored marketing strategies that target the specific demographics of Jamz's clientele.

#### Value Proposition:

Jamz could see a 25% increase in client inquiries with a refreshed marketing strategy, leading to a potential revenue boost of \$15,000 in the next quarter.

#### Collaboration Example:

Jamz wants to launch a new training program specifically for HOA communities. They could hire Communicate to create promotional materials, including a high-converting landing page and social media ads targeting local residents, with a project budget of \$3,000.

#### Synergy Potential:

This vendor relationship is unique as it aligns a personal training service with effective branding strategies, helping Jamz penetrate HOA markets more deeply through targeted messaging.

#### Action Items:

1. Conduct a needs assessment to determine specific marketing goals for Jamz.
2. Develop a proposal outlining services and expected outcomes for the new training program.
3. Create a timeline to implement marketing strategies in alignment with Jamz's program launch.

Value: HIGH

MUTUAL BENEFIT