

# BUSINESS RELATIONSHIP ANALYSIS

## IV Creative!" Tosh's Urban Garden

2 Relationships Identified

### BUSINESS PROFILES

#### IV Creative

Contact: Iliana

Industry: Marketing & Design

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

#### Tosh's Urban Garden

Contact: Latachia Kins-Hunt

Industry: Health & Wellness

Natural herbal products (teas, tinctures and health care options) created in small batches with low to no synthetic additives. Eco-conscious individuals looking for alternative health options .

VENDOR 1/2

80% conf

IV Creative!" Tosh's Urban Garden

#### Reasoning:

IV Creative specializes in content creation, which can help Tosh's Urban Garden enhance its marketing efforts. Given Tosh's need for marketing support, they can benefit from IV Creative's services to better promote their natural products.

#### Value Proposition:

By utilizing IV Creative's content creation services, Tosh's Urban Garden can increase its online presence, potentially boosting sales by 20% through improved marketing.

#### Collaboration Example:

IV Creative could create a series of engaging social media posts and video content showcasing Tosh's Urban Garden's products, such as a 'How to Brew Your Own Herbal Tea' series. This campaign could attract new customers, increase engagement, and lead to a projected revenue increase of \$1,500 in the first month alone.

#### Synergy Potential:

Both businesses focus on local engagement and sustainability, making their partnership particularly appealing to Jacksonville's eco-conscious community. This alignment in values strengthens their messaging and outreach.

### Action Items:

1. Schedule a meeting between Iliana and Latachia to discuss specific marketing needs.
2. Develop a content calendar for social media posts focused on Tosh's Urban Garden products.
3. Launch the first campaign by creating a promotional video for an upcoming product launch.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Tosh's Urban Garden! IV Creative

### Reasoning:

Tosh's Urban Garden targets health-conscious individuals who are likely small business owners in the wellness space and may require marketing services. Referring these clients to IV Creative can create a referral network beneficial for both parties.

### Value Proposition:

Tosh's Urban Garden can earn referral fees or discounts with each client they send to IV Creative, potentially generating an additional revenue stream of \$500 per month.

### Collaboration Example:

Tosh's Urban Garden can feature IV Creative's marketing services in their newsletters and social media, encouraging fellow health-focused entrepreneurs to reach out for help. For example, they could highlight a case study of a local yoga studio that successfully improved their marketing with IV's services.

### Synergy Potential:

Tosh's Urban Garden's health-centric clientele often overlap with potential customers of IV Creative, allowing for a powerful referral partnership that enhances both businesses' customer bases.

### Action Items:

1. Create a referral brochure that outlines IV Creative's services to distribute at Tosh's Urban Garden.
2. Set up a tracking system to monitor referrals and incentive payments.
3. Organize a workshop at Tosh's Urban Garden for local health-focused businesses, featuring IV Creative as a guest speaker.

Value: MEDIUM

MUTUAL BENEFIT