

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" Communikate Design & Marketing

3 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

Contact: De'Ana Aguas
Industry: Professional Services
Events and Experiences

Communikate Design & Marketing

Contact: Kate Reeve
Industry: Marketing & Design
Websites, Branding, Marketing Strategy and more

VENDOR 1/3

80% conf

Communikate Design & Marketing!" Be Present Detalles

Reasoning:

Communikate Design & Marketing can provide branding and website services to Be Present Detalles, enhancing their online presence and marketing efforts. In return, Be Present Detalles can refer clients who are looking for marketing services.

Value Proposition:

Potential for Communikate to secure 5 new clients from Be Present's referrals, generating an estimated \$15,000 in revenue.

Collaboration Example:

Be Present Detalles can hire Communikate to revamp their website and create a new branding strategy for their event services. This could include developing a fresh logo and visually appealing website that showcases their events. The new site could lead to a 30% increase in client inquiries within the first three months after launch.

Synergy Potential:

The unique pairing of a design-focused marketing agency with an experiential event service allows for a cohesive brand experience, where the aesthetics of events are matched by strong online branding.

Action Items:

1. Schedule a meeting to discuss specific branding needs for Be Present Detalles.

2. Create a proposal for a website redesign that highlights Be Present's event offerings.
3. Set up a referral program where Be Present can earn a discount on services for each client they refer to Communikate.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/3

75% conf

Be Present Detalles /' Communikate Design & Marketing

Reasoning:

Be Present Detalles can provide event planning services for Communikate Design & Marketing's marketing events or client gatherings, enhancing Communikate's service offerings. This can also help Be Present Detalles gain exposure to new clients.

Value Proposition:

Communikate can enhance their client events, potentially increasing attendance by 25%, leading to at least \$10,000 in new client projects from increased engagement.

Collaboration Example:

Communikate could hire Be Present Detalles to organize a launch event for a new service they are offering, such as a branding workshop. Be Present could create an immersive experience for attendees, which includes interactive sessions and showcases of Communikate's work, resulting in 15 new leads for Communikate.

Synergy Potential:

Combining Communikate's marketing knowledge with Be Present's event expertise allows for high-quality, engaging experiences that can attract more clients for both businesses.

Action Items:

1. Identify upcoming marketing events that Communikate is planning.
2. Draft a proposal outlining how Be Present can enhance these events.
3. Set up a trial run of a small event to test the collaboration potential.

Value: HIGH

MUTUAL BENEFIT

Communikate Design & Marketing | Be Present Details

Reasoning:

Both businesses can collaborate on a workshop or seminar that combines marketing and event planning, appealing to their respective target markets. This will benefit both businesses by broadening their audience and enhancing their service offerings.

Value Proposition:

Potential to generate \$5,000 in revenue from workshop fees while attracting new clients to both businesses.

Collaboration Example:

Communikate and Be Present could host a joint workshop titled 'Elevate Your Brand Through Experiences.' This event would include sessions on effective branding strategies by Communikate and event execution tips by Be Present. Each business could contribute \$1,500 to the event, and if they charge \$100 per participant, they could attract 50 attendees, splitting the profits.

Synergy Potential:

This collaboration leverages both companies' expertise in marketing and events, creating a unique offering that showcases the importance of branding in event experiences, which neither could effectively provide alone.

Action Items:

1. Develop a detailed outline for the workshop curriculum.
2. Create a marketing plan to promote the workshop to both businesses' target audiences.
3. Secure a venue and finalize logistics for the event.

Value: MEDIUM

MUTUAL BENEFIT