

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !” JPO Logistics

2 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

REFERRAL 1/2

85% conf

JPO Logistics LLC !” Communicate Design & Marketing

Reasoning:

Both JPO Logistics and Communicate Design & Marketing serve businesses, but they target different segments. JPO works with shippers and owner-operators, while Communicate focuses on founders, entrepreneurs, and non-profits. JPO could refer clients needing branding or marketing services to Communicate, while Communicate could refer logistics needs to JPO.

Value Proposition:

By exchanging referrals, JPO can enhance its service offerings, potentially increasing its revenue by tapping into Communicate's client base, while Communicate can gain new clients from the logistics sector.

Collaboration Example:

JPO Logistics identifies a client, a local startup needing both freight services and a new website for product launches. They refer this client to Communicate, who then designs the website and branding. Both businesses agree to split the referral fee, resulting in JPO earning \$300 while Communicate lands a \$2,000 project.

Synergy Potential:

This pairing leverages JPO's established network of shippers and owner-operators, which may need marketing services, creating a unique synergy where logistics and marketing intersect.

Action Items:

1. Set up an introductory meeting between Paulette and Kate to discuss referral processes.
2. Create a shared referral agreement outlining commission structures.
3. Develop co-branded marketing materials that highlight each other's services.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

70% conf

Communicate Design & Marketing | JPO Logistics LLC

Reasoning:

Communicate can provide marketing materials and brand development for JPO Logistics, enhancing their visibility in the logistics sector. This relationship is beneficial as JPO currently lacks a strong marketing strategy, which could improve their client engagement.

Value Proposition:

If Communicate designs a new website and marketing materials, JPO could significantly increase its client inquiries, potentially boosting revenue by 20% through enhanced online presence and branding.

Collaboration Example:

Communicate develops a comprehensive digital marketing campaign for JPO Logistics, including a new website and social media strategy. This campaign attracts three new major clients within the first month, generating an additional \$15,000 in revenue for JPO, while Communicate earns a project fee of \$5,000.

Synergy Potential:

JPO's need for enhanced marketing aligns perfectly with Communicate's expertise in branding and strategy, making them uniquely positioned to elevate JPO's market presence effectively.

Action Items:

1. Organize a workshop where Communicate introduces JPO to basic marketing strategies.
2. Draft a proposal for a website redesign and marketing plan for JPO.
3. Set performance metrics to assess the effectiveness of the marketing campaign.

Value: HIGH

MUTUAL BENEFIT