

# BUSINESS RELATIONSHIP ANALYSIS

IV Creative !” Noseniorleftbehindfl.org

2 Relationships Identified

## BUSINESS PROFILES

### IV Creative

Contact: Iliana

Industry: Marketing & Design

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

### Noseniorleftbehindfl.org

Contact: Wanda K Jackson

Industry: Professional Services

Assessments for 55 and older in need of a service to help maintain independence.

VENDOR 1/2

75% conf

IV Creative !” Noseniorleftbehindfl.org

### Reasoning:

IV Creative specializes in content creation, which is essential for Noseniorleftbehindfl.org to promote its services effectively to its target market. By utilizing IV Creative's services, Noseniorleftbehindfl.org can enhance its visibility and reach among seniors and their families.

### Value Proposition:

By hiring IV Creative, Noseniorleftbehindfl.org can improve its marketing materials, potentially increasing service inquiries by 20%, leading to an estimated additional revenue of \$10,000 over the next year.

### Collaboration Example:

Noseniorleftbehindfl.org hires IV Creative to design a series of educational brochures and social media posts targeting senior citizens and their families. These materials will highlight the importance of independence and the services offered. The campaign runs for three months, leading to a 30% increase in service inquiries, resulting in an additional \$8,000 in revenue.

### Synergy Potential:

IV Creative's local focus and expertise in content creation aligns perfectly with Noseniorleftbehindfl.org's mission to reach seniors. This partnership leverages emotional storytelling to resonate with families, making it stand out in a market often overlooked by larger agencies.

**Action Items:**

1. Schedule a meeting between Iliana and Wanda to discuss specific content needs.
2. Develop a proposal outlining a content strategy for the next three months.
3. Create a timeline for deliverables, including brochures and social media content.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

65% conf

Noseniorleftbehindfl.org | IV Creative

**Reasoning:**

Noseniorleftbehindfl.org serves seniors who may also be local business owners or have family members who own businesses. They can refer these clients to IV Creative for marketing and design services, creating a mutually beneficial relationship.

**Value Proposition:**

Referrals from Noseniorleftbehindfl.org could lead to IV Creative gaining 5 new clients per quarter, with an average project value of \$2,000, translating to an additional \$10,000 in revenue each quarter.

**Collaboration Example:**

Noseniorleftbehindfl.org includes IV Creative's services in their resource list provided to seniors and their families during assessments. For instance, during a transportation assessment, a family member mentions needing marketing help, leading to a referral to IV Creative. This referral results in IV Creative securing a new client for a local business rebranding project.

**Synergy Potential:**

The unique aspect of this referral relationship lies in the demographic overlap; seniors often have local business connections. Noseniorleftbehindfl.org's access to this demographic provides IV Creative with a targeted audience that traditional marketing channels may miss.

**Action Items:**

1. Create a resource guide that includes IV Creative's services for distribution during assessments.
2. Develop a simple referral program that incentivizes Noseniorleftbehindfl.org for successful leads.
3. Schedule a training session for Noseniorleftbehindfl.org staff to understand IV Creative's offerings better.

Value: MEDIUM

MUTUAL BENEFIT