

# BUSINESS RELATIONSHIP ANALYSIS

## Communicate Design & Marketing !” Relax Relate

1 Relationship Identified

### BUSINESS PROFILES

#### Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

#### Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

Massage Therapy

### COLLABORATION 1/1

80% conf

## Communicate Design & Marketing !” Relax Relate & Release

#### Reasoning:

Communicate Design & Marketing can create a targeted marketing campaign for Relax Relate & Release aimed at veterans. This will help Relax Relate & Release to increase their visibility among their target market while Communicate gains a case study to showcase their expertise in the health and wellness sector.

#### Value Proposition:

By collaborating, Relax Relate & Release can potentially increase their client base by 25% within six months, while Communicate can charge around \$5,000 for the marketing campaign, thus generating revenue.

#### Collaboration Example:

Communicate will design a campaign that includes social media ads and a dedicated landing page focusing on the benefits of massage therapy for veterans. They will hold a launch event at Relax Relate & Release's studio where they invite local veterans to experience free massage sessions. Each veteran who attends will be given a discount voucher for their next visit, helping both businesses attract new clients and create community goodwill.

#### Synergy Potential:

The unique synergy lies in the specific targeting of veterans, where Communicate can leverage its marketing expertise to reach a niche audience that Relax Relate & Release already serves, enhancing both brand visibility and community impact.

**Action Items:**

- 1. Schedule a meeting between Kate and Hazel to discuss marketing campaign ideas.
- 2. Develop a marketing strategy and timeline for the campaign launch.
- 3. Plan the logistics for the launch event including dates, promotions, and materials needed.

Value: HIGH

MUTUAL BENEFIT

