

BUSINESS RELATIONSHIP ANALYSIS

Communikate Design & Marketing !” Soulfitness Studio

2 Relationships Identified

BUSINESS PROFILES

Communikate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

VENDOR 1/2

85% conf

Communikate Design & Marketing !” Soulfitness Studio Health and wellness

Reasoning:

Communikate Design & Marketing specializes in marketing strategy and branding, which aligns perfectly with Soulfitness Studio's current need for marketing. By enhancing their brand presence and marketing outreach, Soulfitness can attract more clients seeking health and wellness services.

Value Proposition:

By engaging Communikate, Soulfitness could potentially increase client intake by 20-30%, translating to an estimated revenue boost of \$10,000 to \$15,000 monthly, given their pricing on services.

Collaboration Example:

Communikate could create a targeted digital marketing campaign for Soulfitness, developing promotional materials and a social media strategy that highlights a new wellness program. For instance, they could launch a 'New You' campaign that features success stories from current clients, aiming for a 15% increase in sign-ups for the program within the first two months, generating significant new revenue.

Synergy Potential:

This partnership uniquely combines the creative marketing expertise of Communikate with the health and wellness focus of Soulfitness, enabling a tailored approach that resonates deeply with health-conscious audiences.

Action Items:

1. Schedule a meeting to discuss Soulfitness's specific marketing needs and goals.
2. Develop a marketing proposal that outlines potential campaigns and expected outcomes.
3. Begin the design of promotional materials aimed at the upcoming new wellness program launch.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

Soulfitness Studio Health and wellness center! Communikate Design & Marketing

Reasoning:

Soulfitness Studio serves individuals looking to improve their health and wellness, which could include numerous entrepreneurs and small businesses. By referring these clients to Communikate for branding and marketing needs, Soulfitness can add value to their service offering.

Value Proposition:

Each successful referral could earn Soulfitness a commission or discount, potentially generating an additional \$2,000 to \$5,000 annually depending on the number of clients referred.

Collaboration Example:

Soulfitness could introduce Communikate to its clients during wellness workshops, sharing success stories of fellow entrepreneurs who have benefited from enhanced branding. For example, they could feature a local fitness coach who improved their online presence with Communikate, encouraging others to reach out for similar benefits.

Synergy Potential:

The alignment of health and business development creates a unique ecosystem where fitness clients can evolve into thriving entrepreneurs, making the referral process natural and beneficial for both parties.

Action Items:

1. Create a referral program outlining potential benefits and incentives for Soulfitness clients.
2. Design informational materials about Communikate's services to distribute at Soulfitness events.
3. Conduct a joint workshop where both businesses present their services to the audience.

Value: MEDIUM

MUTUAL BENEFIT