

# BUSINESS RELATIONSHIP ANALYSIS

Grayland!" IV Creative

2 Relationships Identified

## BUSINESS PROFILES

### Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

### IV Creative

Contact: Iliana

Industry: Marketing & Design

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

REFERRAL 1/2

75% conf

IV Creative!" Grayland

#### Reasoning:

IV Creative focuses on content creation for local businesses, while Grayland operates in the commercial real estate sector. They serve different but overlapping customer bases, particularly local businesses looking for real estate spaces, making referrals beneficial for both.

#### Value Proposition:

By referring clients to each other, IV Creative can help Grayland gain more property clients, while Grayland can refer local businesses needing marketing services, potentially increasing revenue for both by 10-15%.

#### Collaboration Example:

IV Creative could refer local coffee shops to Grayland, who are looking to expand into larger commercial spaces. In return, Grayland can send property owners looking to market their spaces to IV Creative for promotional materials. This way, both businesses can tap into each other's client networks effectively and increase their customer base.

#### Synergy Potential:

The unique synergy lies in the intersection of local business needs and real estate services, where both businesses can mutually enhance their offerings without direct competition.

#### Action Items:

1. Set up a monthly meeting between Iliana and Lauren to discuss potential client referrals.

2. Create a referral agreement that outlines benefits for both parties.
3. Develop co-branded marketing materials that promote each other's services to their respective clients.

Value: MEDIUM

MUTUAL BENEFIT

65% conf

## COLLABORATION 2/2

IV Creative | Grayland

### Reasoning:

IV Creative can provide marketing services that would help Grayland enhance their visibility and attract more clients. Collaborating on a project can leverage each other's strengths to create a compelling offering.

### Value Proposition:

This partnership could lead to a 20% increase in Grayland's visibility in the local market, while IV Creative can showcase their work with a reputable real estate client, enhancing their portfolio.

### Collaboration Example:

IV Creative could design a visually compelling marketing campaign for Grayland's upcoming commercial property showcase event. This would include creating promotional materials, social media posts, and even a video tour of the property. The campaign could attract potential buyers and increase attendance by 30%, benefiting both firms with increased sales opportunities and enhanced brand recognition.

### Synergy Potential:

This collaboration merges marketing creativity with real estate expertise, providing a unique opportunity to showcase commercial properties in innovative ways, thus standing out in a crowded market.

### Action Items:

1. Organize a brainstorming session to outline the scope of the marketing campaign for Grayland's showcase.
2. Develop a timeline for deliverables and assign responsibilities between the two teams.
3. Launch the campaign at least two weeks before the event, measuring engagement metrics to assess success.

Value: HIGH

MUTUAL BENEFIT