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**Introduction**

In most big business firms, a permanent employee is appointed to generate business letters from time to time. These letters are meant to advertise and promote the products and services that are available with the concerned business house.

**Business Promotion Letter Format Tips**

Here are some tips to write a business promotion letter:

* Highlight significant achievements of your company
* Keep the letter concise and simple.
* Make sure your reader is aware of the type of business house that you are.

Sample Business Promotion Letter Format

From,

\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_ ( your address)

To,

\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_ ( address of the person the letter is addressed to)

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ( Date of which letter is written)

Respected Sir/ Madam,

Greetings from Sunrays Multimedia Pvt Ltd.

Through this letter I would like to introduce you to the work carried out by our company in the field of multimedia and entertainment. We would also like you to get a insight into the various products and services offered by us.

We are currently the largest multimedia and production house in Bangalore. Our clientele includes some of the largest corporate organizations in the country. Our skilled team of graphics designers, editors, camerapersons, programmers and content developers have been producing some of the best corporate films, websites and interactive media platforms. All our projects have us involved from the stage of conceptualization until completion.

In addition to that, we also provide production equipment and services to national events. We are pioneers in the field of Video Projection Walls and also outdoor advertisement. You will come across our outdoor advertising set ups in the corporate offices of Skyhigh Developers, Silverlining software solutions and also all the branches of Little Inn Restaurants. For all the information that you need on our firm, please log on to www.sunraysmultimedia.com.

We hope that your interest in our firm has become magnified.

Yours Sincerely,

Joyce Kenny

Corporate Communication Manager,

Sunrays Multimedia Pvt. Ltd.

# Business Promotion Letter Format Template

# From,

# \_\_\_\_\_\_\_\_\_\_\_\_\_

# \_\_\_\_\_\_\_\_\_\_\_\_\_

# \_\_\_\_\_\_\_\_\_\_\_\_\_ ( your address)

# To,

# \_\_\_\_\_\_\_\_\_\_\_\_\_

# \_\_\_\_\_\_\_\_\_\_\_\_\_

# \_\_\_\_\_\_\_\_\_\_\_\_\_ ( address of the person the letter is addressed to)

# Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ( Date of which letter is written)

# Respected \_\_\_\_\_\_\_\_\_\_\_\_\_\_(Sir/ Madam),

# Greetings from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_( name of your company).

# Through this letter I would like to introduce you to the work carried out by our company in the field of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_( your industry). We would also like you to get a insight into the various products and services offered by us.

# We are currently \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Details of your company, your team and your primary projects and services) . All our projects have us involved from the stage of conceptualization until completion.

# In addition to that, we also \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_( Secondary services, if any and details of some significant projects ) For all the information that you need on our firm, please log on to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (your website)

# We hope that your interest in our firm has become magnified.

# Yours Sincerely,

# \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ( name and signature)

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