

MARKETING LETTER TO CLIENT

Included:

Introduction

Marketing Letter to Client Tips

Sample Marketing Letter to Client

Marketing Letter to Client Template

Introduction

A marketing letter to a client is usually a letter written by a seller to a loyal client for the purpose of reaching out to them with a personal touch. It could be to inform them of special offers, discounts, offering a preview of new products or items going on sale, and so on. This will help retain customer loyalty as they will feel special.

Marketing Letter to Client Tips

Here are some useful tips for writing a letter to a client:

- Clearly mention your company/business name
- Always address the customer by name; they will appreciate you remember
- Make them feel special, like saying 'you are among only 10 customers to get his special invite' etc
- Mention specifics of the offer, whether it is discounts or free samples or anything else

Sample Marketing Letter to Client

From,

SanjeevSobti,

MD,StrawberryKidswear

Samarth Shopping Complex

Sakinaka

Mumbai

Date ----- (Date of writing the letter)

To,

Mrs.Sanjana Singh

5B Sankalp Housing Colony

Saibaba Temple Road

Santacruz

Mumbai

Dear Mrs Sanjana Singh,

You have been one of our most valuable customers since we opened our showroom three years ago. We at Strawberry Kidswear are honoured that you chose us.

We are extremely proud and happy to announce that we are now opening a new showroom for Ladies, called Strawberry Ladies Fashion, right next door to our current Kidswear showroom. The success we achieved due to the constant support and patronage of loyal customers like you has enabled us to reach this milestone.

We are formally opening the store in October, but we have chosen a few of our most valuable and loyal customers to have a sneak preview of our garments next week. We have salwar-kameezes, Anarkalis, partywear Sarees, and exclusive Ghagras. You are among the chosen 25 customers who have this privilege. What's more, you get a flat 25% discount when you purchase any garment.

Hoping to see you next week. Wishing you all the best as always

Yours truly

SanjeevSobti

Marketing Letter to Client Template

From,

Date ----- (Date of writing the letter)

To,

Dear -----(customer name)

We thank you for being such a loyal and valuable customer of -----(organization name) for ----- (time frame/years). The patronage of loyal customers like you has enabled us to be very successful in our business.

We are pleased to announce that -----(mention event: sale, new outlet, new product range, etc). We are offering our loyal customers a special preview on -----(date) though the official launch is only on -----(date). We are happy to tell you that you are among only -----(number) customers to enjoy this privilege. ----- (special offers if any)

Looking forward to your continued patronage.

Best Wishes,

Sincerely yours

Sign and name

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