

## MARKETING LETTER TO FAMILY AND FRIENDS

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## Introduction

One may suppose that writing a letter to family and friends is unnecessarily formal. But it also conveys a message that you are serious about your endeavour. A letter will have more impact than when you just talk to them.

## Marketing Letter to family and friends Tips

Here are a few helpful tips to write a marketing letter to family and friends

- Clearly identify the purpose of your letter
- Give details about your company, products and services
- Mention the benefits of these products and services
- State how buying from you will give them more advantage
- Appeal to their softer side

## Sample Marketing Letter to family and friends

From,

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

Date: \_\_\_\_\_ (Date on Which Letter is Written)

To,

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

Dear Aunty and Uncle,

I am extremely happy and proud to tell you that after completing my education I have now joined GoodProducts Company as a marketing executive.

My company GoodProducts specializes in the manufacture of home appliances and office supplies and equipment like coffee machines, air conditioners, heaters, security and alarm systems and similar electronic equipment.

GoodProducts is committed to quality in both products and in after sales service.

I am happy to inform you that all our products carry a two year warranty. In case of major defects, the company will replace your product.

Of course, when you place your orders with me, you have the added advantage of being able to approach me at any hour with any concerns you may have regarding the product. You are also eligible for a special family member discount of 7%.

To succeed in my endeavor I need your love, support and blessings.

Thank You

Yours affectionately

John Doe

## Marketing Letter to family and friends Template

From,

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Date: \_\_\_\_\_ (Date on Which Letter is Written)

To,

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Dear ----- (mention the name or relationship, like aunty, grandma, etc)

I am extremely happy and proud to tell you that after completing my education I have now joined -----  
----- (Company name) as a marketing executive.

My company ----- (company name) specializes in the manufacture of -----, ----- and  
----- (mention the products and/or services your company offers)

----- (company name) is committed to quality in both products and in after sales service.

I am happy to inform you that all our products carry a ----- (warranty period).

Of course, when you place your orders with me, you have the added advantage of being able to approach me at any hour with any concerns you may have regarding the product. You are also eligible for a special discount of ----- (mention percentage)

To succeed in my endeavor I need your love, support and blessings.

Thank You

Yours affectionately

Name

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