

Letters.org

SAMPLE MARKETING LETTER

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Introduction

A sample marketing letter may be sent out in mass as part of the marketing strategy of a business entity whether a retail store or a large corporation. An impressive letter will succeed in promoting your products or services. If you want to write an effective marketing letter, follow the example given here.

Sample Marketing Letter Tips

Here are a few tips to write a sample marketing letter:

- Identify your organization clearly and the purpose of the letter
- Be friendly and informative in your approach
- Focus on the benefits your product/services offer to customers
- Include incentives if possible
- Include call to action, like phone number, email, website form, social media presence, and so on

Sample Marketing Letter

From,
Prashant Pandey
GM Sales,
Volrej Electronics
973 Pankaj Arcade,
Pimpri, Pune

Date ----- (Date of letter)

To,
Mrs. Phoolan Paranjpe
426 Pingle Co-op Housing Society,
Ganesh Peth
Pune

Dear Mrs. Paranjpe,

We know how hard pressed for time today's busy working woman like you is. Balancing home and office sometimes leaves no time for you. But we have come out with appliances made with the latest technology, sure to reduce your workload.

It is our pleasure to introduce to you the all new Volrej range of home appliances. Air conditioners, LED and Plasma TVs, Refrigerators, Ovens, Water Purifiers, Washing Machines and Food Processors are available in different price ranges, sizes, capacities and colours.

We are sure you will be thrilled to hear that, we are offering the highest warranty period in the market, of 6 years for washing machines and 3 years for all the rest. We have a large staff to cater to after sales service to our customers, and your complaints are attended to swiftly.

We also offer product replacement for a manufacturing defect, if brought to our service centres within two months of purchase.

Attached here is a list of our authorized dealers in your area along with a 10% discount coupon which can be presented at purchase.

Please visit our website www.Volrejelectronics.com or call our toll free number 1800-888844.

Best wishes

Sincerely yours

P.Pandey

Sample Marketing Letter Template

From,

Date ----- (Date of letter)

To,

Dear Sir/Madam,

We are pleased to introduce -----, our new range of -----.

It includes -----(products-list).

Our products are sturdy and durable, and we are happy to offer a --- year warranty.

Our after sales service is one of the best in the industry and complaints are afforded top priority.

Attached here is a list of our authorized dealers in your area along with a ----- discount coupon which can be presented at purchase.

Please visit our website ----- or call ----- (toll free) for further details.

Happy Shopping!

Yours truly

Signature and name

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