

SAMPLE MARKETING SALES LETTER

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Introduction

A sales marketing letter is usually written by companies who want to promote a particular product (usually a new one) and most often, also includes a sample of the product. It is generally written to introduce a new product to consumers.

A well written marketing letter will surely encourage customers to try out a product they haven't yet used before.

Sample Marketing Sales Letter Tips

Here are some tips for writing an effective sales marketing letter:

- Be concise and precise
- Concentrate on the benefits of the product rather than features
- Offer incentives like early bird discounts and so on
- Include a call-to-action, like toll free number, email, FB page and so on

Sample Marketing Sales Letter

From,

I M Reddy

Manager New Products Promotion

Fronds' Beauty Products

Fronds' House

BB Road

Mumbai

Date ----- (Date of letter)

To,

Ms SumitaPatil

Dear Ms Patil,

We are sure you have experienced the wonderful effects of our Fronds' line of skin creams, lotions and soaps. We are very happy to send you a sample of our new moisturizing cream, Fronds' Regenerist with this letter. This product is a result of years of research in our labs. Its unique fragrance is sure to enchant you. Just a drop or two of this lotion applied evenly on your face will keep it hydrated and fresh all day long. With regular use, you can get rid of dark spots and fine lines and see younger looking and glowing skin. This little tube we have included here will last you for a whole month.

We would love to hear your opinion about this new product. All you have to do is go to our website, www.frondsbeauty.com and click on 'Submit a review' in the top right corner.

We are also pleased to announce that we have an early bird offer for customers who order directly from us: a 12% discount! This offer expires in 15 days, so hurry!

Stay beautiful always.

Yours truly

I.M Reddy.

Sample Marketing Sales Letter Template

From,

Date ----- (Date of letter)

To,

Dear Sir/Madam,

We are sure that you must be familiar with our ----- (product line).

We are pleased to announce the launch of -----(product name), a sample of which we are including in this letter. We have come out with this product after years of research.

----- (product) has several benefits, like ----- (mention benefits)

We hope you will love ----- (product name) just as much as we do.

We would love to hear from you about the product. Please call our toll free number ----- . You can also place an order on the same number, or email us at -----(email)

Best Wishes

Sincerely yours

Signature and name.

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