

## Introductory Marketing Letter — Sample 1 (South Africa)

I enjoyed meeting you at the INDABA 2016 gathering of tourism professionals (Inkosi Albert Luthuli ICC) on \*\* 2016, and would like to formally introduce myself and NW Safaris and discuss the potential advantages of working together with \_\_\_\_\_ to synergistically (better) serve common tourism clients.

We are an inbound tour and transport operator since 2010 specializing in the Southern African region. As an established operator, we offer made-to-order five-star VIP services across six countries including transfers, safari tours, and custom-made tours to a well-established client base. Our well-trained professionals deliver reliable, flexible service that helps control costs. Our customer-centric approach allows us to offer unmatched service and a memorable experience for your discerning clientele (in Spanish, Portuguese and English).

I'd be very interested in exploring trade-exchange opportunities to promote Hotelco's accommodation offering in exchange for a role as HotelCo's preferred transportation partner. Our fleet consists of the best luxury vehicles (e.g., Land Rovers, Range Rovers and Defender). We also provide private-jet charters from game reserves to any point in South Africa.

I believe you will find our ideas and proposals for jointly serving common clientele beneficial and worthy of close consideration, and invite you to contact me to explore the possibilities.

I look forward to introducing NW Safaris to your organization soon. Please contact me at \*\*, email me at \*\*, or visit our website at \*\*.

Very best regards,

## Introductory Marketing Letter — Sample 2 (South Carolina)

Potential Customer  
1234 Main Street

Re: We're here to help return your money to you.  
(Everyone needs some extra money — especially when it's their own!)

Dear Mr. Prospect,

I am here to help you get some of *your* money back.

As an accounting and financial professional here in South Carolina, I've learned (over many years) a lot about financial issues affecting my clients and our community—including the fact that many suffer through foreclosure and tax-sale processes and unwittingly leave their own money on the table.

That's right, a lot of unsuspecting folks leave their own money on the table because they don't understand the process and their rights.

I operate a program that assists people like you recover money they've lost through tax-sale, foreclosure and related processes. The program serves individuals whose property was sold for more than what was due in taxes or under the mortgage—leaving an “overage” floating in legal and financial limbo.

Based on my research, I believe you are one of those people with money sitting in limbo that you don't know about—and my company has the expertise to help walk you successfully through the process of getting it back. We help you connect the dots regarding where your lost money is, who holds it, and how to recover it.

We can help you verify your claim's validity, gather relevant documents, and educate you about the process and steps necessary to successfully recover the funds. We'll also do any legwork and research necessary, and connect you with qualified legal counsel as appropriate when petitioning a court and conducting hearings is needed to secure release of funds held by the court or an escrow agent.

Bottom line is this: we'll do the work required to maximize your chances of getting your money back. You only pay us a small part of the amount we succeed in recovering.

If you would like to learn more about Emmanuel's program to help improve your financial life, we welcome the opportunity to visit, discuss the program and explore the prospect of working together to get your money back. Please call or email me to arrange a meeting at your convenience.

Thanks for your time.

Best regards,

## Introductory Marketing Letter — Sample 3 (United Kingdom)

Arriving, or departing, in style enriches our memories—and nothing conveys style like a Sherwood Carriage. Life's special occasions are emotional and dramatic, filled with love and joy, and we want them to be unforgettable.

Sherwood Carriages is a horse-drawn carriage company based in Newton Le Willows, Merseyside providing horses and carriages for weddings, funerals and special occasions in the Liverpool, Wigan, St. Helens, Warrington, and Manchester areas since \_\_\_\_\_ (year). Our carriages (a wide selection) are all crafted to exacting standards and are sure to suit any special event. Our horses include black Friesians—renowned for superb temperaments, presence and elegance—or white Lipizzaners in singles, or teams of two or four (along with outriders on request). All our horses are very friendly and completely safe in any traffic or situation.

We offer very competitive prices that save your business money—examples include:

- Wedding venues and planners can arrange a single-horse carriage for just £450 or two-horse carriage for £550, with any choice of carriage.
- Unique vintage Victorian funeral carriages with pure bred Friesian horses for as little as £650.

As the North West's horse-drawn carriage-hire specialists we proudly provide a personal, friendly, and top-class (highly professional) service with well-maintained carriages, appropriate traditional livery. Our coachmen and drivers are trained, experienced, and highly qualified. We adhere to the highest possible standards to ensure that carriages always meet customer expectations, and that horses and drivers are professionally prepared in all aspects of fulfilling your customers' experience.

Trusted, attentive horse-drawn style is the perfect complement to your business services—it resonates, reflects well on your enterprise, and provides your customers with special, highly memorable options.

We'd love the opportunity to discuss our superior services and qualifications in detail, and the very favourable carriage-service terms we offer regular business customers—so you can enhance *your* customers' lives.

Please review the enclosed materials and give us a call at \_\_\_\_\_ to learn more about how our horse-drawn carriages can affordably add “wow” to your enterprise and bring smiles to your customers.

Sincerely,

## Introductory Marketing Letter — Sample 4

Dear,

We're a technical company interested in growing our business by better understanding companies like «Company». Over our 15-year history, we've never much liked pushing our ideas on people or “in-your-face” sales drills. But we do like listening—which is why we regularly take the time to learn from our business community.

By learning about companies' visions, interests, and challenges, we succeed at delivering IT that works exceptionally well. By getting to know your situation and needs, we're in a much better position to help you understand and pinpoint IT issues and risks (and areas needing immediate attention), and attain technology goals effectively.

We hope you'll invite us in to hear what you have to say—by accepting this offer for a completely *free, no-obligation* security, computer, and network evaluation. We believe every business can benefit from understanding IT issues and opportunities through our IT team's insight, experience and hands-on support. Our IT experts look beyond the servers and technology to how you and your business work to meet customer needs, and how technology can best help you *build* the business.

Give us a call, and one of our IT experts will visit your site, talk about technology, learn about your business, and share ideas. At your request, we'll also issue a report on what we find and make recommendations to guide your future IT actions. All at no charge.

We respect and appreciate your time—so thanks for reviewing this letter and the enclosed materials. I hope you take advantage of this *free* evaluation offer, and learn how IT services can affordably strengthen and streamline your business growth.

Best regards,

## Introductory Marketing Letter — Sample 5 (Toronto Canada)

Want to join business insiders catching customers right in the neighborhood with discount offers in real time ... for free?

**Then don't miss V Deals' one-time introductory offer!** To celebrate our launch in your city, we're offering wise businesses an introductory *free lifetime charter membership*. This is your big chance to instantly and continuously offer your discount programs to digitally savvy consumers in your area without *any* fee—ever!

To start offering your best deals to local consumers just be ***one of the first \_\_\_\_ businesses that sign up in your city***. Then simply create and maintain a profile that includes frequent changes to promotions and deals. That's it! V Deals harnesses the power of mobile marketing and connects you to consumers looking for product and service discounts in your area—any time, any day, right when they need it. And you'll never be charged V Deals' annual membership fee.

Once this extraordinary free opportunity is gone, it's gone. Why lose out on deal-driven customers looking to buy right in your area? By joining today you'll gain visibility, access a mobile marketing realm difficult to effectively access on your own, and grow your business! **To sign up today visit [web address]**

**How it Works** — We're confident these tools will help your business flourish in the community. You'll succeed by communicating with consumers in real time—a powerful tool.

V Deals harnesses the power of mobile marketing to instantly connect consumers to product and service discounts offered by businesses in their area. At its core, the App functions as a central hub for exclusive deals in the community. Users access our browser menu and view current deals offered in the community, based on individual categories and interest. V Deals takes advantage of key mobile concepts such as geo-targeting, location-based search results, notifications, suggested deals and businesses, and efficiently monitors customer feedback to improve your sales. You can update promotions and prices instantly based on your needs and customer feedback.

The App also serves as a business directory tool providing location-based search capabilities to users, potentially generating more walk-in customers searching for similar businesses near you.

A user-friendly mobile promotional platform for businesses, V Deals' application is compatible with both Apple and Android devices and is available for free on the respective app stores. With a just a click, you can simply add or edit current contact information, pictures or current deals. Our expert team works diligently to publish your deals within hours—offering you instant gratification.

V Deals helps consumers save and businesses grow. Everyone wins!

**To sign up today visit [web address].**

**Need help setting up?** — We provide 24/7 support to our loyal customers. We're here to help with any aspect of setting up your business on V Deals' mobile app. Just contact us and we'll guide you through creating your business profile. If you'd rather speak to us directly, let us know and we will send a representative to you within 24 – 48 hours. So, stop waiting, get on V Deals Apps and prepare to be amazed!

**To get started, contact us at \*\* or [phone number].**