

Marketing Idea:

Send a letter to all of your customer base along the following lines:

Dear Customer,

I am writing to thank you for your continued support over the past year. We live in competitive times and we want you to know we appreciate your business.

We have had a busy year and I am delighted to inform you that we are not resting on our laurels. We have improved our service offering by??? (New staff joining to added expertise / choice, new computers / software / machinery to offer better quicker service, new offices – closer to you....anything that proves they made the right decision to pick you!)

However, we always like to know what you think.

- What specifically do you like about the way we do business?
- What, if anything, do you not like?
- Is there anything we should do differently?
- Is there anything you want more of or less of, as the case may be?

We'd love to know how we can improve...whatever that might be.

Thank you again for your support. We look forward to being of service to you this year and hopefully, for many years to come.

Yours sincerely,

J.Bloggs



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