

MODUL-1

EFFECTIVE COMMUNICATION

Email Asking for a Status Update

Subject: Request for Update on Google Ads Performance Report

Hi Miss Banshi,

I hope you're doing well.

I'm following up to request a status update on the **Google Ads performance** report for **Mr. Ashish Bhatt's** campaign. Please share the latest metrics, including impressions, clicks, CTR, conversions, and any key insights or observations.

As we have an internal review scheduled soon, I'd appreciate it if you could share the report by **Wednesday, 10th July**. Let me know if you need any support or additional inputs from my side.

Best regards,
Khushali Mandaliya
Team Lead – Digital Marketing

BrightEdge Media

Asking for a Raise in Salary

Subject: Request for Salary Review

Respectful Sir,

I hope you're doing well.

I'm writing to kindly request a review of my current salary, as I have recently completed one year in my role as a **Digital Marketing Expert** at **BuzzReach Marketing**. It has been a truly valuable experience, and I am sincerely grateful for the opportunities and support I've received under your leadership.

Over the past year, I have worked diligently to contribute to the success of the team by:

- Leading and optimizing multiple successful client campaigns across Google and social platforms.
- Playing a key role in content marketing strategies that helped improve engagement and visibility for our clients.
- Ensuring timely and quality delivery of client requirements, helping strengthen relationships and retention.

I genuinely enjoy the work we're doing, and I remain committed to growing with the organization and delivering strong results. In light of my contributions and continued dedication, I would be grateful if we could discuss the possibility of a salary adjustment.

Please let me know a convenient time to connect regarding this. I truly appreciate your time and consideration.

Warm regards,
Khushali Shah
Digital Marketing Expert
BuzzReach Marketing

Email to Your Boss About a Problem (Requesting Help)

Subject: Request for Guidance Regarding Campaign Coordination Issue.

Respectful Sir,

I hope this message finds you well.

I would like to bring to your attention an issue I am currently facing related to the **coordination of deliverables** for one of our **ongoing marketing campaigns**. Despite following the planned schedule, there have been delays in receiving timely inputs from the design team, which has started to affect the campaign timeline and client expectations.

I have made efforts to follow up and adjust accordingly, but the matter may **require your guidance** to ensure we can get back on track without compromising on quality or deadlines.

Please let me know if we could discuss this briefly at your convenience, or if you'd prefer that I share further details over email.

Thank you for your continued support.

Best regards,
Khushali Mandaliya
Digital Marketing Expert
Grow Digital

Resignation Email

Subject: Resignation Email

Respectful Mr.Mehta [Manager],

I hope you are doing well.

I am writing to formally resign from my position as **Digital Marketing Expert** at **BrightEdge Media**, with my last working day being **20th July 2025**, in accordance with the standard two-week notice period.

This decision was not an easy one, as I have truly enjoyed being part of the team. However, after thoughtful consideration, I have decided to pursue a new opportunity that aligns with my long-term career growth and personal development goals.

I am sincerely grateful for the support, guidance, and experiences I have gained during my time here. It has been a pleasure to contribute to our marketing efforts and collaborate with such talented colleagues.

Please let me know how I can assist in ensuring a smooth handover during this transition period. I remain fully committed to completing my current responsibilities and supporting the team as best as I can.

Thank you once again for the opportunity to be a part of BrightEdge Media. I look forward to staying in touch and wish continued success to you and the entire team.

Warm regards,
Khushali Mandaliya
Digital Marketing Expert

BrightEdge Media

Introduction Email to Client

Subject: Introduction – Khushali Mandaliya, Your Digital Marketing Point of Contact

Dear Valued Client,

I hope this message finds you well.

My name is **Khushali Mandaliya**, and I'm pleased to introduce myself as your new point of contact at **BrightEdge Media**. I work as a **Digital Marketing Expert**, and I'll be assisting you with your marketing campaigns, content strategy, and overall digital growth—**particularly in managing and optimizing your company's presence across Instagram, Facebook, and Google platforms.**

I'm looking forward to working closely with you to ensure your goals are met efficiently and effectively. Please feel free to reach out to me anytime for updates, questions, or support.

If you'd like, I'd be happy to schedule a brief call to introduce myself further and understand your expectations better.

Thank you, and I look forward to a successful collaboration.

Best regards,

Khushali Mandaliya

Digital Marketing Expert

BrightEdge Media