



# A Curriculum That Persuades

## Lesson 5 Grammar - Connectors

### Email Template

Dear Mr Johnson,

I hope this email finds you well. Firstly, I would like to express my gratitude for the opportunity to present a new marketing strategy for our company . I appreciate your time and consideration in reviewing this proposal.

In light of our recent decline in sales, it is crucial that we take immediate action to turn things around

. despite our marketing efforts, our sales have continued to decline. I propose a comprehensive marketing plan to revitalise our brand and increase our market share.

The proposed strategy includes several key initiatives. , we need to conduct a thorough market analysis to identify our target audience and understand their needs and preferences. Secondly, we can develop a compelling messaging framework that effectively communicates our value proposition to potential customers. , we should leverage social media platforms to engage with our audience and build brand loyalty. allocating a sufficient budget for marketing campaigns is essential to ensure their effectiveness.

, I firmly believe that implementing this new marketing strategy will help us overcome our current challenges and achieve sustainable growth. customer satisfaction remains our top priority throughout this process. I would appreciate the opportunity to discuss this proposal further and address any questions or concerns you may have.

Thank you for your attention, and I look forward to your feedback.

Best regards,

John Smith

Marketing Manager