**Sample Marketing Letter**

Given below is a sample-marketing letter, which is for a product launch:

Dear Customers,

**Subject: Using XYZ Soap Can Make Your Hands Germ Free**

Mothers are a blessing as they take care of their kids. They know what is right for them and this XYZ soap is going to give mothers a relief from the stress, which is common when children go to the playgrounds.

While playing children get many germs in their hands, which results in diseases, skin infections, and what not. This soap is going to kill all the bacteria 99% of the time. It is available at your nearest retail shop and in case, you are a distributor you can visit us at ABC location.

Mr. /Ms. LMN  
Director of Marketing,  
XYZ Group of Companies