

MAIL MERGE

Mail Merge letters are letters that are written to save time and energy. They save time for the secretary so they can get on with other work. They are a set letter that only has to be changed in a few areas, such as a few words i.e. names companies, names of people, and addresses and so on. The Mail Merge letter that I produced was specifically for customers of the company. The letter was written to tell past customers about our new offer. This helps the company as it gets word out quickly about the offers instead of the customers having to find out later. The letter is produced using a word processing pram and blanks are left where the data, usually from the database, is inserted. The letter is written and the proposed data is inserted.

Doulters Ford Company
6 Ardoyne Road
Belfast
BT14 7LL
(028) 90255 887
3rd March 2001

«Title»«Surname»
«Address_1»
«Address_2»
«Address_3»
«Postcode»

Dear «Title»«Surname»

Doulters Ford Company wish to inform you about are new and exclusive offer this month. We are aware that you have purchased a «Make_of_car»«Model_of_car» in the past and you may think its time for a change. We have a new and exclusive promotion to past customers. The offer is that when you have purchased a car over the price of £15,000 within the last three years, you have the chance to trade in your old car to get a very large discount of your new car.

As this is your second car you have purchased with this company you get two years free insurance. Because you have purchased a «Make_of_car» «Model_of_car» for «Price» you are eligible for this promotion.

Please contact us for more information and we hope to see you soon.

Yours sincerely

Alan Ferguson.