**Direct Marketing Letter Email Format**

Dear Mr./Ms/Mrs.\_\_\_\_\_\_(Name of the recipient),

Each of us prefers to have discounts on what we buy. A 50% off the price is a very good offer. For a better shopping experience, do it with the Mesopotamia shopping credit card, and it will be your good ally. If you feel a lot better when you shop, Mesopotamia shopping card is a necessity for you.

Like me, I have a scheduled shopping for clothes and household needs. As an additional offer, you will get extra credits for a day’s shopping through an accumulation of your points by using this card.

The cards work just like existing cards, but savings is more with us. If you decide to get one for yourself, then please feel free to reach us through our web page or call (500) at any preferred time and get instant Mesopotamia shipping credit card. Once you decide, we will have our agents process your application within half a day.

Yours Truly,

Signature

Savings Bank Marketing Manager