



Unit 01

Promotional Emails

01 Warm-up

- 1 Have you ever promoted your company's products? What kinds of things do you need to explain when you introduce your company and the products you would like to sell?
- 2 How much does the title affect your decision to open an email? Share good or bad examples of email titles and explain why you think they are good or bad.

02 Writing Tips

- 1 The "From" line should include both your company and name. Email from named individuals are more likely to be read than emails from "Info@ ...".
- 2 Make the "Subject" line appealing by asking a question, stating a benefit, or sparking curiosity.
- 3 The opening paragraph is critically important to keeping the reader's attention. Offer the biggest promise or benefit to the reader upfront.
- 4 Include your contact details such as your phone number, email address, and postal address.
- 5 Avoid attachments. Many email systems restrict the size of emails, and many people fear viruses.

03 Vocabulary

A Word Definition

Underline the word with the given definition.

- 1 using the most modern or advanced techniques or methods
You can tour our state-of-the-art facility and try out one of our fitness classes.
- 2 to show or introduce a new plan, product, etc. to the public for the first time
The company hopes to unveil its new car engine at the annual Automotive Parts Show.
- 3 able to be changed in order to be suitable for a particular object or situation
CL Electronics manufactures customizable hardware for smartphones where consumers can choose the capabilities they want.
- 4 within a company or an organization
We are now conducting an in-house investigation into how the accident happened.

B Word Use

Write your own sentence using the underlined word in the sentence.

- 1 Fresh Cosmetics launched a new campaign to **promote** its new line of natural cosmetics.

- 2 A consultant has been hired to assess how **cost-efficient** our manufacturing process is.

- 3 Our business has been in **operation** for over three decades.

- 4 The company has acquired a robotics engineering firm to develop their robotics **expertise**.

04 Expression

A Opening a promotional email

- 1 We are pleased to inform you about our high-quality car radiators.
- 2 This is to inform you that we manufacture industrial rubber hoses.
- 3 We would like to let you know about the recently released products.
- 4 I'm writing to let you know that we have recently opened a new online store.

B Introducing your company

- 1 Our company was founded in 1962.
- 2 Our company has been operating in Seattle since 1967.
- 3 We are especially focused on meeting the needs of electronics companies.

C Introducing your products

- 1 We offer a range of lending products to suit your business needs.
- 2 Our company provides industrial customers with cost-efficient electric radiators.
- 3 Our company strives to provide customers with quality air conditioning devices.

05 Mini Quiz

Fill in the blanks with the given words.

- We are especially focused on
- We are pleased to inform you about
- Our company was founded in
- Our company strives to provide

- 1 _____ a new festival concept.
- 2 _____ in 1992 as a spin-off company.
- 3 _____ the best service and product supply.
- 4 _____ providing personal services that respond to customer needs immediately.

06 Email Writing (1)

Complete the email by writing the given words in each blank.

- state-of-the-art
- operating
- rapidly deployed
- strives
- requirements
- in-house

Subject: The World's Best Radiator

To whom it may concern,

We are pleased to inform you about the high-quality car radiators made by High-up Radiator

Co. We build car radiators (1) _____, and also take on outsourcing projects.

High-up Radiator Co. has been (2) _____ in Seattle since 1967. We are a member

of the Mobile Air Conditioning Society (MACS). High-up Radiator Co. (3) _____

to provide customers with quality personal cooling systems and air conditioning services. We

engineer our radiators according to your (4) _____, built to the highest standards.

We leverage (5) _____ technology and industry-leading expertise to provide

utility and industrial customers with fully customizable, scalable, fuel-and-cost-efficient

electric radiators that are being (6) _____ worldwide. Again, High-up Radiator

Co. offers the most modern and trusted car radiators in the industry.

If you see something you like or you would just like further information, please contact us by dialing +82 (2) 555 6953 or email us at sales@highup.com.

Best regards,

William B. Smith

Sales Division Manager

High-up Radiator Co.

sales@highup.com

07 Email Writing (2)

Fill in the blanks with your own information and complete the email below.

Subject: _____
your company's product

Dear Sir or Madam,

We are pleased to inform you about _____
your product and its general features

made by _____.
your company description of what your company does

Our company strives to provide customers with _____.
your company's services

_____ We provide industrial
description about how your company works

customers with _____ that are being rapidly
the products that your company sells

deployed to everywhere in the world. Again, our company offers the most modern and
trusted _____ in the industry.
the products that your company sells

Please have a look around our website at _____.
your web address

If you see something you like or you would like further information,
please contact us by dialing _____ or email us at _____
your phone number your email address

Best regards,

your full name

your job title


your company name

your contact information

08 Mr. Q's Email

Read the following and put yourself in Mr. Q's position. Then write an email using the expressions you've learned.

Mr. Q works for MQBattery.com as a member of the sales division and needs to write a promotional email to sell his company's products to electronics companies abroad. His company began operations in 1992, and is supplied within Korea rather than from abroad, which always comes with cross-border shipping and the associated duties, taxes, and customs brokering. MQBattery.com offers a full range of replacement batteries and battery chargers intended for most consumer and industrial users. The business sells various types of batteries, starting from \$25. Their most popular item is the GPhyne 3G (Li-Poly type, AL-INP320CS 3.7v 1400mAh), which costs \$25.



SUBJECT