

Reseller Promotional Campaign Briefing

Date: [Insert Date]

To: [Reseller Name]

From: [Your Company Name]

Subject: Exciting Promotional Campaign Details

Dear [Reseller Name],

We are thrilled to announce our upcoming promotional campaign, which aims to drive sales and enhance brand awareness. Below are the key details of the campaign:

Campaign Overview

The campaign will focus on [briefly describe the product/service and objectives]. This initiative is designed to engage customers and increase overall sales.

Promotion Period

The campaign will run from [start date] to [end date]. Please ensure proper stock availability throughout this period.

Promotional Materials

We will provide you with various promotional materials, including:

- Digital banners
- Social media posts
- Email templates
- Product flyers

Incentives

Participating resellers will receive the following incentives:

- [Incentive 1]
- [Incentive 2]
- [Incentive 3]

Next Steps

Please confirm your participation by [confirmation deadline]. Should you have any questions or need further assistance, feel free to reach out to us.

Thank you for your collaboration!

Best Regards,

[Your Name]

[Your Position]

[Your Company Name]

[Contact Information]