

B2C New Product Communication Plan

Shannon Ganeshram

School of Professional Studies, New York University

Business and Organizational Writing

Professor Mia Hood

Subject Line: The Joinery: Let's Start Our Journey!

Hi [Customer's Name],

Welcome to [The Joinery](#)—we're thrilled you're here! We appreciate your interest in our sustainable, timeless, and artfully hand-crafted furniture, such as your notice of the [Sebastian Extension Dining Table](#)!

We want to make sure that you have the best possible experience tailored to your home furnishing needs, so we'd love to learn more about you.

Please fill out the form below so we can get started on our journey together:

- [Contact Us](#)

What to Expect Next:

When we receive your information, The Joinery team will get in touch to guide you through the next steps and help you purchase your newest piece of furniture, especially with your interest in the [Sebastian Extension Dining Table](#).

We look forward to providing you with our support, custom services, and a piece of handcrafted furniture that's here for good.

Thank you for choosing The Joinery. We're proud to offer exceptional quality and sustainability in every crafted piece.

Warm regards,

The Joinery Team

info@thejoinery.com | (503)788-8547 | <https://thejoinery.com/>

[Please click this link to opt out of further emails from The Joinery.](#)

Subject Line: Great Speaking with You!

Hi [Customer's Name],

Thank you for taking the time to speak with me today! I'm excited to help you and make sure your experience is seamless with The Joinery. I enjoyed our conversation and learning more about your interest in the [Sebastian Extension Dining Table](#)!

Here's a summary of our conversation:

Phone Conversation Summary:

- **Date of Call:** November 17th, 2024
- **Product/Service Discussed:** [Sebastian Extension Dining Table](#)
- **Key Features:**
 - Two self-storing extension leaves
 - Offered in 5 species of wood
- **Pricing Discussed:** \$4,720
- **Building Lead Time:** 10-15 weeks
- **Delivery Timeline:** 1-5 weeks

To move forward, I'd love to collect some more details to finalize your purchase and make sure additional questions you may have get answered:

Next Steps:

- [Contact Us](#)

Please complete the above form so we can continue with your purchase, get your contact information, and provide you with a pleasant customer experience!

We'll proceed with your product invoice, order confirmation, and delivery schedule when we have this information. Please feel free to reach out if you have any questions—we're happy to help!

We look forward to assisting you with our support, custom services, and a piece of handcrafted furniture that's here for good.

Thank you for choosing The Joinery. We're proud to offer exceptional quality and sustainability in every crafted piece.

Warm regards,
The Joinery Team

customercare@thejoinery.com | (503)788-8547 | <https://thejoinery.com/>

Please click [this link](#) to opt out of further emails from The Joinery.

Subject Line: Thank You for Your Order from The Joinery!

Hi [Customer's Name],

Thank you for your recent purchase of the [Sebastian Extension Dining Table](#)! We appreciate your support and loyalty. We're here for your journey at The Joinery!

We want to make sure you get the most out of your new table and can enjoy it for years to come. Below, we've included a product care guide for your timeless piece and some additional care products to keep your furniture looking and feeling its best:

- [Product Care Guide](#)
- [Howard's Feed-N-Wax](#)
- [The Joinery's Repair Kit](#)

We also invite you to explore our other products and materials through our product catalog and sample request form:

- [Product Catalog](#)
- [Request Samples](#)

If you have any questions or need more assistance, please don't hesitate to reply to this email, email us at customercare@thejoinery.com, or call us at (503)788-8547.

We're here to help and are excited to have you enjoy your sustainable, timeless, and artfully hand-crafted piece of furniture.

Thank you for trusting The Joinery. We're thrilled to have you as a valued customer and proud to offer exceptional quality and sustainability in every crafted piece.

Warm regards,

The Joinery Team

customercare@thejoinery.com | (503)788-8547 | <https://thejoinery.com/>

[Please click this link to opt out of further emails from The Joinery.](#)