



MATT MURPHY

CLIENT: Confidential
PROJECT: Email
OBJECTIVE: Inform existing clients of a recent M&A that will offer new services for and benefits to their businesses
SUMMARY: A longtime client tasked me with drafting a communication to hundreds of clients announcing a major acquisition as a courtesy ahead of its formal press release

Subject: Exciting Development For Our Partnership!

{{partner}},

We have some great news to share! A public announcement will be made later today, but we wanted you to hear it first.

As you know, we're deeply committed to supporting [INDUSTRY] organizations like yours when it comes to total [AUDIENCE] development. To do that, we continually look for ways to enhance and expand our portfolio of services.

That's why we're pleased to inform you that we've officially acquired [COMPANY], the leading tool for collecting and analyzing data related directly to the [AUDIENCE]'s experience!

[COMPANY]'s survey and benchmarking software takes our existing measurement capabilities to all-new levels. Simply put, we are now the only company that can capture the voice of the [AUDIENCE] and then immediately integrate it throughout a holistic development platform.

Here's just a snapshot of what you can expect:

- Real time reporting from [AUDIENCE] for smarter short- and long-term decision making across your organization
- Focused data collection on team culture, mental health, diversity, events, exit surveys, and other topics relevant to your needs
- Even stronger connections between [AUDIENCE] education, mentorship, and career services and the insights that optimize each of these
- Broader organizational consulting, executive leadership coaching, and [AUDIENCE] development expertise behind our resources
- Guidance from our new Professional Services team in understanding [AUDIENCE] responses and leveraging them to your benefit

[COMPANY] isn't just another survey tool. It was created by former [AUDIENCE] and administrators specifically for [INDUSTRY] organizations. The insights it uncovers are, quite frankly, unparalleled in their depth and actionability in our industry.

Beyond the technology, it's just as important for you to know how closely our values are tied. [COMPANY] co founders [NAME] and [NAME] believe as strongly as we do in education through [INDUSTRY]. [NAME], a former [ROLE], and [NAME], a [INDUSTRY] professional, are driven to turn [AUDIENCE] feedback into solutions that propel your entire group. We intend to use this combined passion to support our [INDUSTRY] organizations of all levels as well as our sponsor and employer partners.

We're already in the process of combining our platforms and can't wait to share more about this soon! In the meantime, please feel free to reach out to [CONTACT] if you have any questions about what this means for your group.

Sincerely,

{{sender first name}}