**Your App | Email Marketing | 2 Emails for Current Customers**

**PLUS bonus content with our thanks**

This is designed to be a plain text email sent out to your customers.

As part of our philosophy we always try wherever possible to under promise and over-deliver. So in addition to the 2 potential client emails you have paid for, at the end of this document you will find free emails that you can use if you wish to further enhance your email marketing and get even more from your App.

If you want to send a plain text email shot but are not able to do so internally, simply call 0800 803 0826 or email [paulinem@myfirmsapp.co.uk](mailto:paulinem@myfirmsapp.co.uk).

Our experienced marketing team is always on hand to help with any area of App promotion, sales or marketing.

To use this page in Word simply use the find and replace feature.

If you don’t know how to use that feature, here is a link that explains it step-by-step <http://bit.ly/2a42uee>.

* Run Find and replace for FIRM and replace with your practice name
* Run Find and replace for URL and replace with your app landing page URL

**Please do refer to the PDF guide!** It contains further information on email marketing, best practice and additional ideas.

**Client email one | Plain Text email to send to customers**

Subject line: Your free App from FIRM

Dear X,

As a firm we are consistently looking for ways we can improve the service we offer our customers, and we are pleased to announce the launch of our brand new FIRM App. It’s completely free of charge and it’s available for all Apple and Android devices.

You can get your free App here URL

What does the App do?

The App has been developed by FIRM to give you access to key accounting data, in real time, whenever you need it.

The FIRM App will enable you to calculate the tax on certain company cars or check the amount of tax you might be paying. It will give you the power to check Stamp Duty costs or see how you might increase your profits as a business.

You can also browse the library of tax tables, giving you the very latest tax rates 24/7 whenever you need them. From National Insurance and Inheritance tax to Income Tax and Tax Credits – it’s there for you.

**Save hours with these 4 powerful tools:**

Never lose a receipt again with the powerful Receipt Manager!

Track your daily, weekly and monthly income using the inbuilt Income Tracker.

Manage your mileage on the go with the GPS Mileage Tracker!

Keep in touch with rapid Push Notifications.

You can get your free App here! URL

Finally, if there is anything more FIRM could be doing for you or if there’s anything you think we should improve, please get in touch. We are happy to receive feedback about our services, both negative and positive.

Yours faithfully,

Name | Title | Email

P.S. Do feel free to share the App with any of your colleagues or connections who you think might find the App useful.

**Client email two | HTML email to send to customers**

**Please do refer to the PDF guide!** It contains further information and an example of how the HTML email can look.

Header

Your Free App from FIRM

A powerful new App free for all our contacts.

Telephone: xxxx xxxx xxx | Contact FIRM (needs to be a hyperlink to the App Page)

**It’s just landed!**

**The Brand new App from FIRM**

Dear X,

As a firm we are constantly looking for ways we can improve the service we offer our customers, and we are proud to announce the launch of our brand new FIRM App. It’s completely free of charge and it’s available for iPhones, iPads and Android devices.

So the next time you need to look up a tax rate or work out a VAT calculation, our new App can help. It provides you with up to date, important accountancy data at your fingertips.

It’s available for iPhone, iPad and Android devices and it’s available free of charge today.

Enjoy!

**Bonus Content**

This content has been written to help you get more from your App and also even more value from the Marketing Pack. They have been written to help existing customers get more out of the specific functions in the App.

**Bonus Email 1 | Using the Calculators**

Please note: this is the full list of calculators (at the time of writing) – depending on our selections you may need to delete calculators you have not selcted

Subject Line: Using the calculators in the FIRM App

The FIRM App contains xx really useful calculators covering a wide range of applications, each one designed to give you information you might need when you are ‘on the move’.

Here is a brief reminder of the power and potential of the calculators included with your App:

UK APPS

Capital Gains Tax . Dividend versus Salary . Corporation Tax . Income Tax . Increased Profit . IHT . Contractor . Should I Incorporate? . APR . Stamp Duty . Inflation . VAT . Payslip . Loan . Company Car . Mortgage . Savings

USA APPS

APR . Increased Profit . Loan . Mortgage .Savings

AUS APPS

Income Tax Individuals. Company Tax. PAYG Withholding . Super Contribution Caps Calculator . Capital Gains Tax . Goods and Services Taxes (GST) . Fringe Benefits Tax . Loan Repayment . Gross Pay. Super Salary Sacrifice (Cost/Benefit). Domestic Meal Allowance. Stamp (Transfer) Duty

Simply tap on the CALCULATORS icon within our App and browse the selection of calculators we have prepared for you.

We hope you’ll find these calculators useful. They can all be used completely free of charge – and as many times as you like. If you think any of your friends and colleagues might find them useful, too, then please suggest that they can download our App free of charge from the Apple or Android stores.

Please note that the results shown in the calculators are to be used as a guide only and are not designed to be used as a substitute for professional advice.

If you would like to arrange a meeting to discuss any specific issue, please do not hesitate to get in touch.

Yours faithfully,

Name | Title | Email

P.S. Do feel free to share the App with any of your colleagues or connections who you think might find the App useful.

**Bonus Email 2 | For clients: ‘Receipt Management’**

Subject Line: Receipt Management Made Simple

Good morning/afternoon FIRSTNAME

If you have not yet downloaded the FIRM App then you can download it here. WEBPAGE LINK

This short email explains how you can make the most out of the receipt manager function of your App.

Is your wallet bursting with expense receipts? Afraid you might have lost some?

Now there’s a simple way to avoid clutter in your life; using the ‘Receipts Manager’ function on your App. It’s so easy.

Open the Receipt Manager function in the App, and select one of the categories (Travel expenses, advertising, office expenses, etc).

Simply use the camera function of your device to take a photo of the receipt and it’s automatically stored in your chosen category. You can enter a name for the receipt, date, amount, VAT element and any notes you wish to make about it, and then you are ready to save it.

We recommend that you export the documents from time to time, either by emailing them to yourself or your accountant, to safeguard the data.

And just in case you are wondering, HMRC has confirmed that it’s acceptable to have digital versions of receipts and invoices, but you should keep them for the same length of time as paper documents – 5 years after the filing date.

If you would like to arrange a meeting to discuss any specific issue related to expense receipts or their tax implications, please CONTACT us here.

Yours faithfully,

Name | Title | Email

P.S. Do feel free to share the App with any of your colleagues or connections who you think might find the App useful.

**Bonus Email 3 | For clients ‘Business Mileage’**

Please note this email is designed to promote the Mileage Tracker / Logbook tool.

Subject Line: Tracking and logging your business miles

Good morning/afternoon FIRSTNAME

If you have not yet downloaded the FIRM App then you can download it here. WEBPAGE LINK

Do you claim for business mileage – and spend hours Googling the places you’ve visited to work out the miles you’ve covered?

Well, thanks to the FIRM App, you can now get all the information you need permanently recorded on your Smartphone. Just set the Mileage Calculator to ‘Start Trip’ and thanks to the wonders of GPS tracking, your precise journey and the exact mileage covered will be recorded for you. When you get to your destination, click ‘End Trip’ and all the details will be saved.

You can view a list of all the trips you have made, including dates, times and miles covered and you can even email the details to your accountant, head office, payroll section – whoever needs the information.

It’s a really useful feature of your FIRM App. If you haven’t used it yet, give it a try. We think you’ll be impressed.

If you would like to arrange a meeting to discuss any specific issue related to company cars or the tax implications of reclaiming mileage, please CONTACT us here.

Yours faithfully,

Name | Title | Email

P.S. Do feel free to share the App with any of your colleagues or connections who you think might find the App useful.

**Bonus Email 4 | For clients ‘Currency Converter**

Please note this email is designed to promote the Currency Converter tool.

Subject Line: Converting currency the easy way

Good morning/afternoon FIRSTNAME

If you have not yet downloaded the FIRM App then you can download it here. WEBPAGE LINK

Whether it is a business trip or a well-deserved vacation, converting currency accurately can be challenging. Figuring out exactly how much that taxi fare or vacation gift is in your own currency can be tricky. Or perhaps you are making a significant overseas purchase and need quick access to reliable currency information.

Here at FIRM, we have built into our App a quick and easy to use currency converter which is updated with the latest rates live. It’s a really useful feature of your FIRM App. If you haven’t used it yet, give it a try. We think you’ll be impressed.

If you need any specific advice on currency, please CONTACT us here.

Yours faithfully,

Name | Title | Email

P.S. Do feel free to share the App with any of your colleagues or connections who you think might find the App useful.