

Business Email Writing

1. Coffee Table that Cleans !!!

IKEA'S STARKWIND smart air purifier is so cool it doubles up as a coffee table.

Uses a three-filter system and captures harmful particles, while connecting to an app.

Price: INR 14,000.



Now available online/at an IKEA near you.

Early birds get a 10% discount - click!

Watch a Demo video [here](#).

2. Did **STARKWIND** meet your expectations ?

IKEA HOME SMART

— Your opinion matters ! —



Let other shoppers know your experience.
Write your review [here](#)

3. Regarding your “I KNOW MY HEALTH” post.

Hi Varun

My name is Himmani Sharma and I am an Executive Assistant to the Marketing Manager at **IKEA HOME SMART**, India.

I was checking out a few posts on your blog; the one on “Natural Healthcare” really caught my attention.

Really liked how you mentioned that { “ Health starts at home “ }

We’re looking for blogs like yours; ones that cover topics around “Home & Health” to partner with for our new product STARKWIND smart purifier.

We’re already working with blogs like [Blog A], [Blog B], and [Blog C] for many of our other products.

Would you be interested in setting up a call to discuss things further?

Here’s a link to my calendar in case you’re interested.

Check out **STARKWIND** *here*.



4. Extended services with your STARKWIND !

Get 1 year of **free exchange** for different colour in case of no damage

+

1 year warranty included



5. Interested in being IKEA's brand ambassador?

Hey Bayoona,

I am Himmani Sharma - Assistant Marketing Manager with **IKEA SMART HOME**, India - Aiming to provide high-performing air purifying solutions with design and technology.

IKEA is stepping into the air category of IKEA Home smart by launching the first smart air purifier, **STARKWIND**, that also levels up to be a coffee table.

Saw one of your recent posts promoting "SONY" and said to my team: *"We've got to bring Bayoona to work with us!"*

We're looking for people like you to partner up and help us spread the word about IKEA HOME SMART'S STARKWIND.

Is that something you'd be interested in?

Let me know how that sounds and we can jump on a call to discuss things further.

Till then check out starkwind features and design details *here*.



Thanks,

Himmani Sharma

IKEA HOME SMART

6. “We’d love to see you at IKEA’s product reformation Event”
[Buffet Lunch]

Dear Claudia

We are delighted to invite you to IKEA’S annual event on June 25th ,2022 where you get to unwind , enjoy lunch & explore our new designs and products.

You can even choose from 5 newly introduced colours to reform your **STARKWIND** !

Exclusive brochures with special discount coupons for our loyal customers like you will be distributed at the event.

RSVP your response & book your spot !



Thanks,
IKEA HOME SMART