

CANVA

Design | Download | Send Year-End-Thank-You messages to your clients

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Why say thank you?

You're not only acknowledging their business and showing your appreciation, but you're also planting the seeds of brand loyalty.

Customer appreciation shows people that you aren't just another faceless revenue machine — you're invested in the business relationship with them, the valued customer.

Receiving a thank you message himself inspired *Slater* to test something out. He asked ten sales reps to call customers who bought something in the last 18 months just to thank them. The team used a script so everyone delivered a consistent message to every customer.

The result? The company saw a 10% increase in orders from those customers.

But don't think that this is a one-off fluke. Customer appreciation has a real effect on your bottom line.

The stats don't lie:

- 55% of customers trust companies less than they used to (which means you've got to work double-time to win people over).
- 60% of businesses have lost a customer because the customer didn't think the business cared about them. Ouch.
- As little as a 5% increase in customer retention can increase profits by a whopping 75%.

Customer thank you's work because they're sincere. In today's digital world, we don't get nearly enough face-to-face time with our customers.

Sending a sincere thank you (whether it's by email, phone or snail mail) is a way for us to nurture relationships and shake our customer's hand (digitally).

Points to consider

- Be positive. Make sure your customer feels appreciated and knows how happy you are to have their business.
- Don't try to upsell. The thank you message should thank them for their business. Nothing more.
- Balance professional and conversational. Make your message formal if needed, but make sure you also express your brand's personality. Text messaging is an especially casual form of communication, so make sure the message is appropriate to the medium.
- Show appreciation. Let them know how much their business means to you.
- Keep it short. Write clearly and concisely.

Different types of messages

1. Short note
2. Letter
3. Email

Say thanks with a note

- Greet your client by name. And please spell their name correctly.
- Express your gratitude and clearly state why you're sending the note.
- Include details about why you enjoyed your experience with this customer (be specific and personalize it as much as possible).

Repeat that you're thankful for their business.

Close with a sign-off and sign your name. If your relationship with your client is more formal, you can sign off with a "best/regards." If it's more casual, don't be afraid to mix it up and inject a bit of personality into your sign-off by saying something that feels more natural, like "cheers."

Example of a thank you note

Here's an example of what a thank you note might look like:

Hey (customer's name)!

Thank you so much for the wild ride we've had over the past year. It's been amazing to see your business achieve (insert achievement) and watch your customer base grow as a result.

We especially appreciated you reaching out to help us with (insert any feedback/recommendations made by the customer), it's helped us a lot.

We're so grateful you've chosen (your company name) to go on this ride with you — thanks for giving us the chance to help you grow!

Cheers,
(your name) and the (your company) team

Say thanks with a letter

If your customer is a big-ticket account or they're just more traditional, sending them a brief note might not seem like enough.

In cases like this, you may want to send a formal thank you letter instead. For example, if you teamed up with a client on a case study or they referred a lot of business your way, you could say thank you with a slightly higher level of appreciation.

The thing about thank you letters is, the timing matters. If you're thanking a client for a referral, you need to send the letter when the referral is still fresh. Or, if you're thanking a client for collaborating on a case study, the thank you letter should coincide with its release to make more of an impact.

Example of a letter

A thank you letter might look something like this:

Dear (client/customer)

Thank you so much for all of your help with getting our recent case study on your business published. Your expertise and insight into how our business is helping you achieve your goals were hugely appreciated by our marketing team.

Our product team particularly loved how you've found unique ways to adapt (product feature) and (product feature) to fit your campaigns. We really appreciate you pointing these out to us, as they not only help with the ongoing development of our product, but they also show our newer customers what's possible.

In the meantime, if we can do anything to return the favour, please don't hesitate to reach out.

Best regards
(Your name)

This longer letter does two things:

1. It allows you to go a bit more in-depth about how the customer helped you and why you appreciate their business.
2. For more formal customers or big-ticket clients, it shows a sense of professionalism that often goes hand in hand with larger accounts.

Say thanks with an email

Emails have changed a lot in the last decade. We're automating them, optimizing them, and personalizing them to get higher engagement rates.

But if you're sending a thank you over email, it's easy to slip into a trap of sounding robotic and impersonal. To avoid this, make sure you:

- Address the customer by their first name.
- Send the email from your company email address. A thank you sent from a generic email address (like "info@yourcompany.com") loses its personal touch.
- Keep it casual. This isn't a formal thank you letter, so have a bit of fun with it. Throw in an emoji or two and show your personality (unless your customer relationship is formal, then hold back on these).
- Don't use it as a sales pitch. Just don't do it. No mentions of offers or upselling allowed.

Even if a customer is brand new, it still pays dividends to thank them at the beginning of your relationship.

Example wording

"Thank You for being our esteemed customer. Your support and trust in us are much cherished. Thank You once again!"

"Thank You for showing trust in us and having the deal. An intelligent and understanding client like you is the first key to a successful business world. We hope the excellence from you in the future. Once again, Thank You!"

"We want you to know how much we appreciate your valuable contribution to making a great success this year. We take this convenience to Thank You and to wish you a great year ahead. Once again, a big Thanks to you!"

"We really appreciate you as a customer. Since you've used our product for the last year, we would love to hear if you have any additional feedback or questions about using it. As always, I'm here for you over phone or email. I look forward to hearing from you soon about (insert upcoming milestone/product launch etc. your customer is working towards)!"

"Thank You so much for your continuous support and for being such a loyal customer for the past four years. Thank You once again!"

"It has been an immense pleasure working with you, thank you for trusting us. Thank you for believing us, may our association lasts longer than ever."

"It is good to have such clients on board who works together for betterment and growth."

"It is always amazing working with you, thank you for choosing us."

"Clients like you are always the best to work with, thank you for referring us to others."

"It has been great learning working with you, we are so grateful for a client like you, thank you!"

"Thank you for letting us take the initiative and working for you, happy to serve clients like you."

"Thank you for believing in us, hope we can deliver the best to you. Looking for a lasting association."

"It's true learning to deliver such a diverse client like you, hope to have a long association with you."

"Thank you for trusting us. We are grateful for a client like you."

"It is always a pleasure working with you as it brings a lot of valuable feedback for the company. Thank you!"

More:

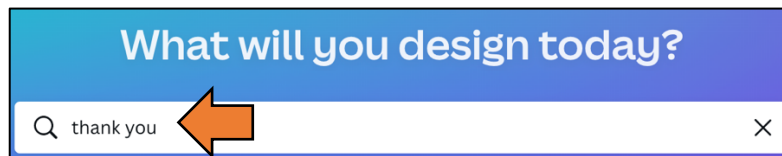
<https://therightwording.com/best-thank-you-messages-quotes-to-show-customer-appreciation/>

Design the note in Canva

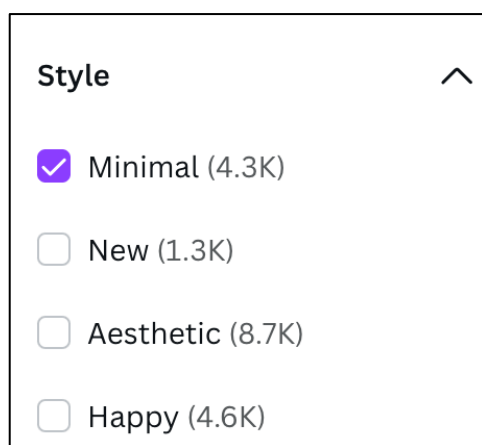
1. Sign in with your Canva account details or click here to get started:

<https://bit.ly/3bUll9W>

2. Search for layouts or templates.



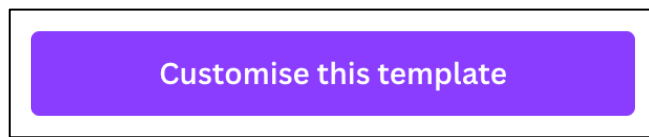
3. Choose a style – for example Minimal.



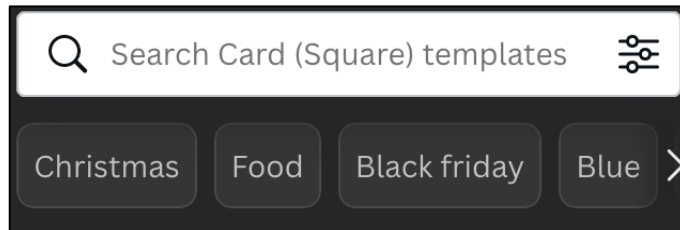
4. Click on a template of your choice (ignore the wording).



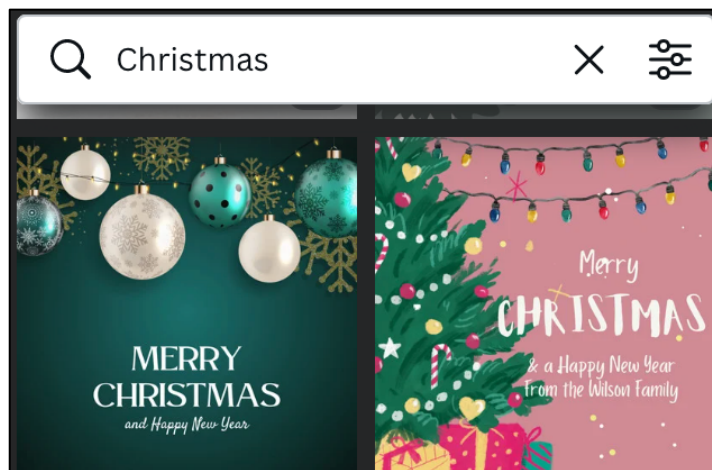
5. Choose customise this template.



6. Optional: choose a Christmas theme.



7. Choose a design.



8. Double-click and type your own words.



Result:



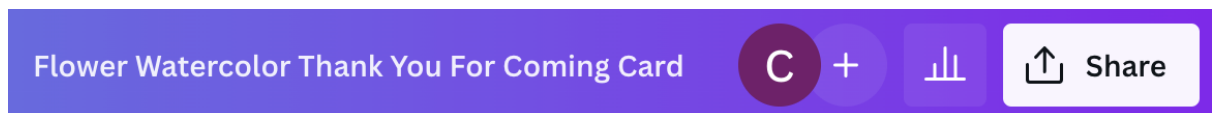
9. Double-click and type your own words.



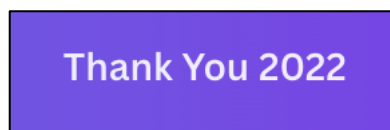
Result:



10. Click and type another "document / file name" (then press ENTER).

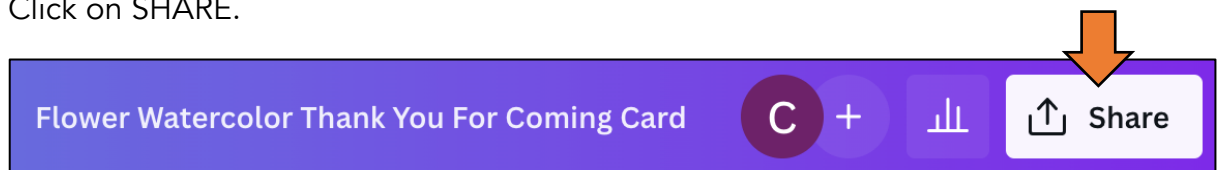


Result:

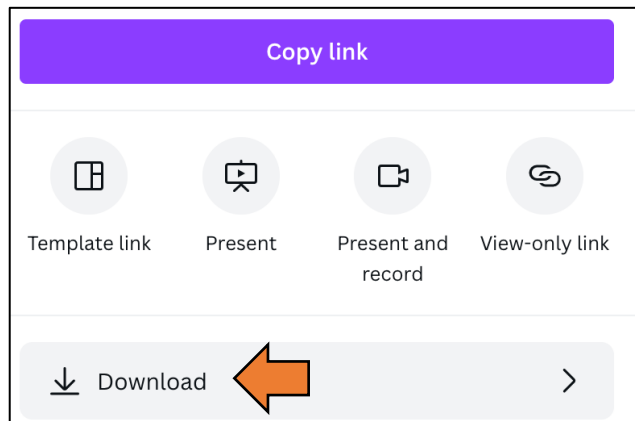


Download the note

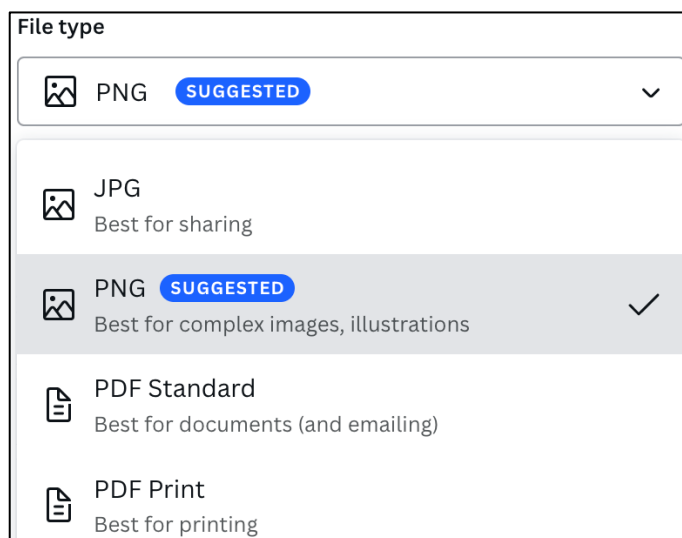
1. Click on SHARE.



2. Click on DOWNLOAD.

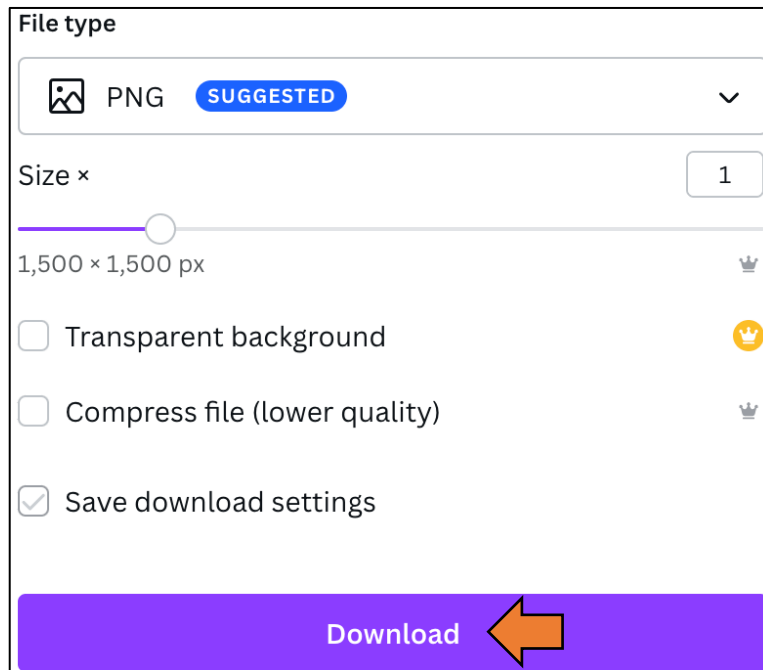


3. Choose a file type.

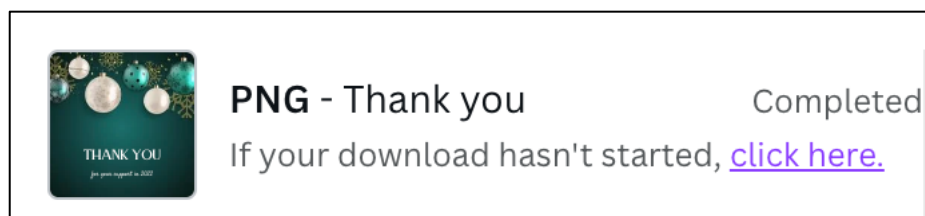


4. Click on DOWNLOAD – by default all downloads end up in the **DOWNLOADS** folder on your computer.

PNG and JPG are picture file types.



The download is complete.




Email the downloaded note











1. Open a new email message in (example) Outlook.
2. Enter the email address and subject of the email (usual process).

From:	carolin@sca.co.za (Carolyn Botha)
To:	Elmarie Goosen
Cc:	
Bcc:	
Subject:	Thank you

3. Click in the email body area.

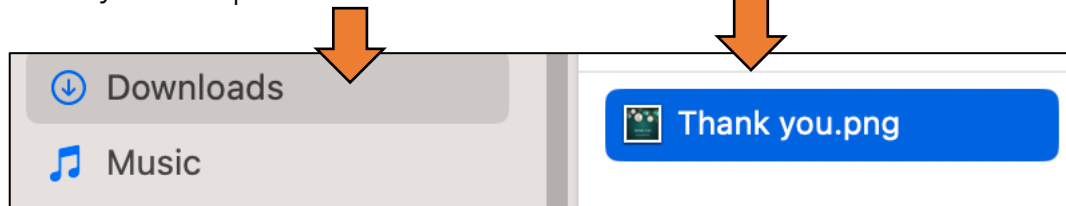
From:	carolin@sca.co.za (Carolyn Botha)
To:	Elmarie Goosen
Cc:	
Bcc:	
Subject:	Thank you
<div> </div>	

4. Click on PICTURES.

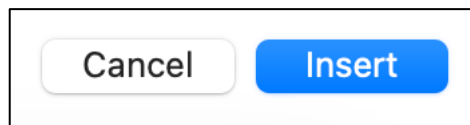
Message Options	
 Send	 Paste
Avenir 11 A [^] A [~] A ₂ B I U        	
Attach File Insert Link Table	
Photo Browser... Picture from File...	
From: carolin@sca.co.za (Carolyn Botha)	
To: Elmarie Goosen	
Cc:	
Bcc:	
Subject: Thank you	

5. Choose Picture from file.

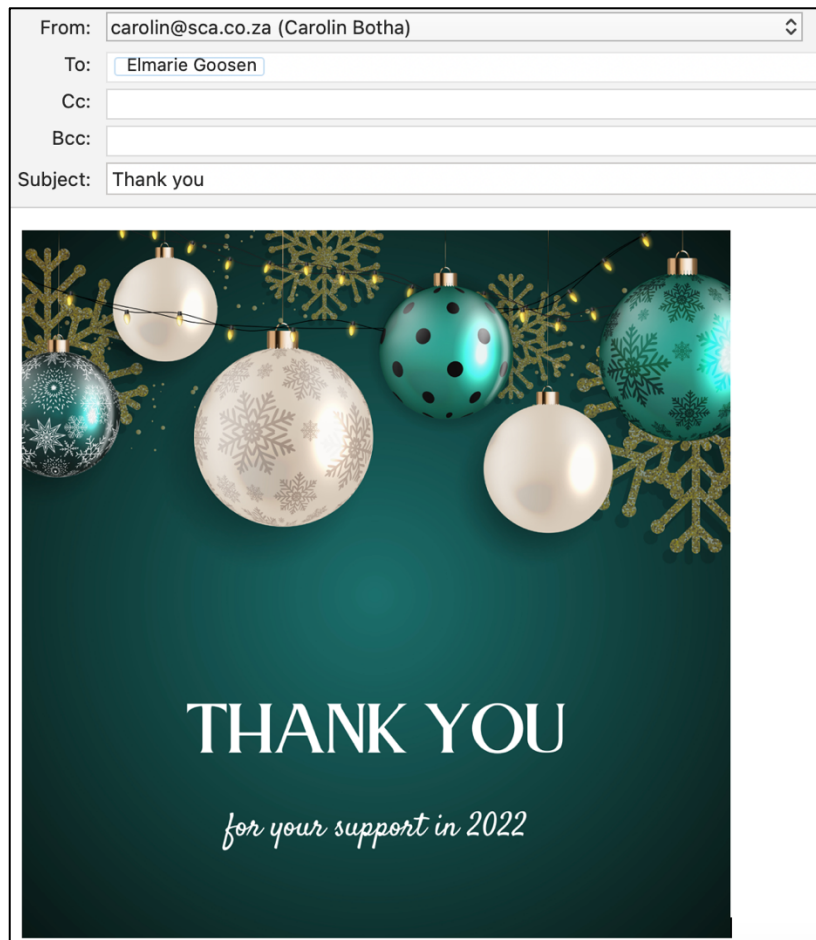
6. Go to your computer's DOWNLOAD folder.



7. Insert the downloaded note (picture).
8. Click on INSERT (or OPEN) – bottom right.



Result:



9. Send the message.

The message in your customer's | client's INBOX

Thank you



Carolin Botha <carolin@sca.co.za>

Today at 21:48

To: Carolin Botha

