

[Date]

[Customer Name]
[Customer Address]
[City, State, Zip Code]

Dear [Customer Name],

It has been exactly one year since your last visit to [Company Name], and we have missed having you with us.

A lot has changed in the past twelve months. We have introduced [New Product/Service], updated our [Facility/Website], and improved our [Process/Customer Experience] to serve you better. We would love for you to see what is new.

To celebrate this "anniversary" and welcome you back, we would like to offer you a special gift: **[Insert Offer, e.g., 25% off your next order or a free consultation]**. Simply use the code **WELCOMEBACK1Y** at checkout or bring this letter with you.

If there is anything we can do to improve your experience or if you have any questions, please reply to this email or call us at [Phone Number].

We hope to see you again soon.

Best regards,

[Your Name]
[Your Title]
[Company Name]