**Follow Up Letter For Approval**

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**John Doe  
123 Main Street  
Springfield, MA 01101  
john.doe@example.com  
(555) 123-4567  
August 2, 2024**

**Jane Smith  
Director of Operations  
XYZ Corporation  
456 Elm Street  
Springfield, MA 01102**

Dear Ms. Smith,

I hope this letter finds you well. I am writing to follow up on my previous correspondence dated July 15, 2024, regarding the project proposal for a new marketing campaign. I understand that you have a busy schedule, but I wanted to touch base to see if there have been any updates or if further information is required to facilitate the approval process.

To recap, my initial request was to launch a comprehensive marketing campaign aimed at increasing our brand awareness and driving sales. I believe that this initiative will significantly enhance our market presence and lead to a substantial increase in revenue. The proposed campaign includes social media advertising, influencer partnerships, and targeted email marketing, which are expected to reach a wide audience and engage potential customers effectively.

Please let me know if there are any additional details or documentation you need from my end. I am more than willing to provide any further information or clarification necessary to assist in your decision-making process.

Thank you for your time and consideration. I look forward to your positive response.

Sincerely,

**John Doe  
Marketing Manager  
XYZ Corporation**