

Circulars

A circular is essentially a letter containing some important information that is distributed to a large number of people. Say for example you have to invite an entire department for a meeting, or update the dress policy for the whole office – a circular will be the best mode of communication for these purposes.

Additionally, circulars also find use as advertising tools. They can contain marketing information and have a wide distribution range. Be it for inter-departmental communication, advertising or even personal reasons a circular must always reach a large number of correspondents. This is one of its main features.

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Memos

Let us also take a look at some of the advantages of a circular

It is a very simple and effective way of communication. Since it is precise and written, very little chance of miscommunication. It is also quite inexpensive. It is a cost-effective way of communication.

Circulars are also a time-saving method. It reaches a large number of people in very limited time and effort.

They are great advertising and marketing tools as well. They can help create a new market, educate people about the product or services and also increase consumer confidence in the company and the product.