Emailed letters

Put your covering letter as the body of your email.

Stick to simple text with short paragraphs and plenty of spacing. Break messages into points and make each one a new paragraph with a full line gap between paragraphs. Your CV is then sent as an attachment.

If they have already emailed you, reply back in the same style, so if they have signed their email "Jenny", write Dear Jenny, but if they have signed it "Ms Smith", write Dear Ms Smith.
If they have emailed you and addressed you Hi Dave, then it’s OK to reply Hi Jenny.
Also mirror the way they sign off, if they use "regards", "best wishes", then it’s safe to do the same.