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CLIENT NAME
Mobile app blog sample
January 20XX

Suggested Title:

[B2B mobile app] is one year old!

First draft:

“If you have four pencils and I have seven spoons, how many pancakes will fit on the roof?”

That’s how math feels to me sometimes, and it’s how the mobile experience feels to [industry] customers most of the time. Shouldn’t we make it easier for our customers to use our mobile products?

That’s what led one company, [company name], to use [B2B mobile app]. “We’re dealing with their [company’s website], which we already know, and iPhone, which we already know. It’s an intuitive and logical extension to use the iPhone camera to use the app. It’s very simple,” [employee name], Executive Vice President of Operations at [company name], says.

November 20XX marks one year since [B2B mobile app] was introduced. The [B2B mobile app] allows [website users] users to [perform industry function] with an iPhone [model number] or newer. Consider these mobile stats:

- By 20XX, mobile internet is predicted to take over desktop internet usage
- 51% of consumers say they have made a mobile [industry transaction] within the past three months; 82% see themselves making one within the next year

Mobile is the fastest growing distribution channel in the 90-year history of [client] – twice as fast as the online channel. In the last year:

- The number of [industry transactions] increased XXXX%
- The value of total monthly mobile [industry transactions] increased XXXX%
- The total value of mobile [industry transactions] from September 20XX to October 20XX (MTD) alone increased XXXX%

With two out of three new mobile buyers opting for smartphones, [industry] represents the latest way in which [client] addresses our business customers’ needs, including improvement of [critical company business flow].

[Client] was the first [industry company] to offer mobile services for [B2B] customers. We continue to innovate and work with our customers to design and build new services that make their lives easier, as [B2B mobile service] illustrates. We’ll continue to focus on simplifying our [B2B] customers’ [industry] lives by delivering features and functionality that enable them to conveniently, securely and simply [industry] anytime, anywhere.