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**CLIENT NAME**  
**Mobile app blog sample**  
**January 20XX**

**Suggested Title:**

Happy first birthday to [mobile app]!

**First draft:**

“If you have ten pens and I have eight forks, how many horses will arrive at the train station?”

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 customers to use our mobile products?

That’s what led one company, [company name], to use [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], Senior Vice President at [company name], says.

November 20XX marks one year since [mobile app] was introduced. The [mobile app] allows [website users] users to [perform function] with an iPhone. 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 metric] increased XXXX%
- The value of total monthly mobile [industry metric] increased XXXX%
- The total value of mobile [industry metric] 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 [mobile service] illustrates.