

Instructions:

- *Make a copy of these sheet - File > Make a Copy
- *Fill in all the blanks/brackets to customize it to your business
- *Send the completed press release to local media outlets
- *Include a high-resolution copy of your logo as a separate file
- *Proofread the entire article to make sure it's of high quality

FOR IMMEDIATE RELEASE

(Company Name) Now Develops Mobile Apps for Local Businesses

(City, State), (Date) - (Company Name) is proud to announce their new affordable mobile app development service for local businesses. Mobile app development in **(City/State/Country)** is incredibly expensive, depriving small business owners of this profitable business opportunity. **(Company Name)** gives local business a fair chance to compete with big brand competitors.

Mobile apps are known to be beneficial for small businesses in more ways than one. Because an app is not just a mobile application; an app is a complete mobile marketing solution. When executed correctly, a small business will see a significant increase in customer engagement and customer loyalty. An app, or mobile solution, can boost a small business' social presence, local presence and mobile presence, as well as turn its best customers into brand advocates.

(Company Name) wants to help small businesses harness this mobile marketing power. A spokesperson for **(Company Name)** made an official press statement to speak about the company's work:

"[INSERT CUSTOMIZED QUOTE] Sample: Here at (Company Name), our mobile advisors help small business owners grow their companies - at an affordable price. As an mobile solutions company in (City/State), we consider it our job to better serve the small businesses in our area. Mobile marketing is becoming one of the most effective ways to promote a business," stated (Name of Company Spokesperson).

About: [INSERT COMPANY BOILERPLATE] *Sample* Founded in 2015, Buzz Mobile's mission is to make it possible for all small businesses to compete with large corporate brands through our mobile technologies. They offer a mobile solution that allows local business owners to build an enduring and profitable relationship with their customers. Buzz Mobile is headquartered in La Jolla, CA. Information about Buzz Mobile can be found at <http://www.buzzmobile.com>.

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