



TAURUS ©
APPLAUNCHER

Up and App 'em.
We bring Apps to life



**Taurus clears the road ahead for
App developers heading to market**

A strategy to stand out from the crowd

In today's hyperactive App world, Apps are constantly being rolled out by entrepreneur developers. Recent statistics suggest the Apple App store boasts over 2.45 million Apps while Android versions are fast approaching at 4 million.

TaurusAppLauncher® advises you on every aspect of launching your App - what you should be doing, how to do it, the shortcuts, what works and what to avoid

App are now part of our everyday and have reached all industry sectors from banking, services to health & utilities.

Our expertise reaches across all sectors and across all platforms. Our TaurusApplauncher® methodology gets you up and running quickly and cost effectively and saves you making expensive mistakes.

“

We chose to work with Taurus after being referred by Appster. Having a vast amount of experience working with technology start-ups, Taurus was a natural choice to oversee and implement the launch campaign of our App. ”

*Sharon Whorlow
Founder and CEO, MyMobilePM*

Brand and product preparation - tailored just for you

We have used TaurusAppLauncher® to create successful campaigns for a range of App entrepreneurs including Appster, Six8, 2Hats, LASHD and MyMobile.

Faced with escalating demands including technical development, launch deadlines and limited resources to generate the downloads necessary, creating a truly commercial offering can get pushed down the agenda.

At the same time, the ability to create a sustainable financed business model, memorable brand and to reach customers, supporters, influencers and ambassadors has never been more vital for App developers to prioritise.

Taking responsibility for your App from the outset and every aspect of it's launch puts you in control in a market that is already difficult to navigate

Take responsibility for the launch of your App

We understand that you are time constrained and busy juggling a variety of deadlines. Our specialised App service helps you focus and 'kick-start' your 'wish list' into action.

We create influencer and direct marketing programs, and run a messaging and positioning session to ensure your process and goals are aligned.



AUSTRALIAN
MARKETING
INSTITUTE



AWARDS FOR
MARKETING
EXCELLENCE



pria
Public Relations
Institute of Australia
Golden Target
Awards

TaurusAppLauncher[®] helps you create a strategy to stand out in an already crowded market

The TaurusAppLauncher[®] process



The dawn of a new era

From market research to trademarks and financial models, App developers want to know where to begin.

Our Solution is to work directly with you to answer the question 'Where do we start?'. For some, this means putting a plan in place, or planning a launch. For others, it's defining the brand identity or finance modelling.

We check from trademarks to revenue streams

Our senior consultants work with you from scratch, guiding you through the most cost and time effective process to ensure your App is positioned for launch.

We help you prioritise and identify the best options to meet projected results because we understand App development and it's challenges. Welcome to Taurus AppLauncher[®]

“

Great end-to-end experience with Taurus. They quickly processed the plethora of "good ideas" that we had floating in our heads and converted them into a clear actionable 90-day plan. The Taurus team crafted a mid-term marketing strategy for us that showed a great understanding of the Six8 vision. Looking forward to working with the Taurus team in the future! ”

Sarah Das

Chairman, Six8: Live Music. Your Stage.

Is this service right for you?

Regardless of whether you are an established organisation or a start-up, your App needs to be well prepared for the market.

We offer you a simple one-stop service and a strategic partnership because that is the best way to achieve optimum results.

We provide integrated business, strategy, growth marketing, public relations and social media solutions, we keep the bigger picture in view and come up with ideas that maximum impact on your investment dollar launch budget.

The TaurusAppLauncher© for App development

- Check on your objectives with our TaurusBullseye messaging and positioning session
- Evaluate your marketplace
- Sales Strategy
- Revenue stream
- Evaluate your brand
- Define your story to B2B or B2C
- Establish key messages
- Create collateral
- Review websites
- Review your database strategy
- Ambassador and lead generation programs
- Develop a communications strategy
- TaurusSocial© social media strategy
- TaurusProfile™ personal branding

What are the benefits of the TaurusAppLauncher©?

- Greater focus
- Marketing and public relations objectives met
- Set up processes and templates
- Address your marketing needs without increasing payroll costs
- Check your logo, collateral and website
- You and your management team are left to deal with direct responsibilities
- You receive marketing and public relations advice from professionals whose accumulated knowledge gets results fast, and protects you from time consuming and costly mistakes
- You receive objective, independent advice and a fresh perspective on how to drive your sales objectives



Apps have changed the way we live, the way we socialise, connect, how we select, purchase products and services and even organise our health, finances and leisure time. The App world is fickle and difficult to predict. TaurusAppLauncher© helps navigate the journey ”

Sharon Williams
CEO, Taurus



Marketing Strategy

Entrepreneurs & Startups

Public Relations

Corporate Brand Identity

Social Media

Taurus is one of Australia's highest profile, privately owned, integrated marketing agencies. We deliver strategic marketing, public relations, creative and social media solutions to help drive your business forward. Clients range from smart entrepreneurs to major ASX-listed corporations across the B2B and B2C sectors. We offer unparalleled levels of service with a practical, 'No Bull' approach focused on delivering results based on our unique TaurusBullseye® methodology. We warmly invite you to experience the Taurus way of growing your business!

Introducing The Taurus Group ACN 102 812 000

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