

Taurus AppLauncher



A STRATEGY TO STAND OUT FROM THE CROWD

Take responsibility for the launch of your App with brand and product preparation tailored just for you.

Taurus AppLauncher 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.

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

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

We have used Taurus AppLauncher 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.



Taurus AppLauncher helps you create a strategy to stand out in a crowded market

Our Taurus AppLauncher process:



AUDIT OF YOUR APP TODAY

We undertake a comprehensive audit of your App and your market internally and externally.

TAURUS APPLAUNCHER STRATEGY

We provide you with strategic recommendations on how to maximise your success.

BRANDING AND POSITIONING

We help you every step of the way to ensure your App is positioned for download.

ACTIVE ENGAGEMENT

We ensure your App is launched successfully.

We create influencer and direct marketing programs, and run Taurus Bullseye™ to ensure your process and goals are aligned. Taurus AppLauncher helps you create a strategy to stand out in an already crowded market. 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

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

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.

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.

Apps have changed the way we live. The App world is fickle and difficult to predict but Taurus AppLauncher helps navigate the journey.

SHARON WILLIAMS, FOUNDER, TAURUS



Taurus AppLauncher for developers

- Check your logo, collateral and website
- Check on your objectives with our Taurus Bullseye™ 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

- SEO/SEM
- Digital strategy
- Review your database strategy
- Ambassador and lead generation programs
- Develop a communications strategy
- Taurus Social strategy
- Taurus Profile personal brand

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

- 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

Taurus

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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 Taurus Bullseye™ methodology. We warmly invite you to experience the Taurus way of growing your business.