

# A whole new way to drive business Partnering with Avalara

## The Avalara Marketing Center Advantage

The Avalara Marketing Center (AMC) combines turnkey convenience with target marketing calculation. It's your new secret weapon for filling the funnel.

With AMC, everything you need to educate, enlighten and, ultimately, sell your prospects on the value of compliance automation is in one place. Think of it as your personal marketing agency, just automated. How cool is that?



Expertly crafted campaigns, emails and landing pages pre-loaded and ready to deploy in just minutes.



Access to collateral, slides, demos and other assets for you to use in selling and educating customers about compliance offerings.



Intuitive tools to let you quickly select, customize and launch campaigns.



Campaigns targeted to your audience help you generate highly-qualified leads for your business.



Built-in metrics and reporting to track performance and pipeline progress.

## Benefits of the Avalara Marketing Center



Avalara acts as an extension of your marketing team, at no cost.



Enables you to maintain fresh content on your website that keeps your audience engaged.



Helps you generate leads and not lose out on opportunities with prospects.



Design and execute co-marketing campaigns or delegate to your Avalara partner representative.



Allows you to co-brand professional marketing materials for email campaigns, webinars, and website content.



24x7 access to marketing assets and campaigns.

Access the Marketing Center by visiting the Avalara Partner Portal today!

<http://partners.avalara.com>

Have questions about how to use the Avalara Marketing Center?

Contact us at:

[PPM@avalara.com](mailto:PPM@avalara.com)