



# Orange In A Box Partner Marketing Program

## Driving Demand with In-the-Box Content & Campaigns

As an Avalara partner, you can leverage the power of our marketing team that has helped bring on over 20,000 happy customers in 10 years. Our marketing organization is over 100 people strong, and expertly manages integrated campaigns among all areas of demand generation. Put our expertise to work for your business with our Orange In A Box (OIAB) Partner Marketing Program.

- WHAT IS IT?**

An in-the-box demand generation program designed for Avalara partners, fully customized to your business goals and your customer’s needs.
- WHO’S IT FOR?**

You should be hearing bells and whistles, because this is our flagship partner marketing program. We reserve it for exclusive partners who are committed about collaborating with Avalara on creative, demand driving, co-branded marketing initiatives at least four times a year. In appreciation of your commitment, we do most of the work, and can even customize campaigns and programs at absolutely no cost to you.
- HOW DOES IT WORK?**

When you sign up for OIAB, you receive a dedicated Partner Marketing Manager (PMM) at Avalara – think of your PMM as a member of your internal marketing team. Your first action item is a 30-minute kick off call; we ask questions about your current marketing tactics, operating environment, and business goals. Then based on your specific needs and goals, your PMM recommends co-marketing content and initiatives meant to drive Avalara awareness and interest within your customer base.

### DETAILS ON MARKETING INITATIVES

You and your PMM will talk through the best options for your business, but here are just a few of the many initiatives available to you as part of our OIAB program, all fully customizable to meet your demand generation needs:

<b>Multi-Touch Email Nurture</b> <p>Pre-packaged email and whitepaper content that can be tailored to your target industries, ready for deployment from your system or ours. Features co-branded emails and landing pages, along with partner-specific tracking metrics.</p>
<b>High-Impact Direct Mail</b> <p>High-impact, targeted direct mail for top prospects. Available campaigns include sending a fresh baked apple pie (seriously!) overnight to your top, pre-qualified customer accounts to help get the word out about compliance. Avalara covers 100% of the cost.</p>
<b>Content Syndication</b> <p>Plug-and-play live and on-demand webinars, web content, emails, landing pages, and social media content.</p>

GET STARTED



Sign up for OIAB  
and start driving  
demand today!

[www.info.avalara.com/inabox](http://www.info.avalara.com/inabox)

