

Streamlined Demand Gen

What is this?

Less taxing, more relaxing doesn't just apply to our customers, but our partners also. It is the methodology we use to make it easy to drive demand within your client base. That's why we've created Orange-In-A-Box, our turn-key, multi-touch, multi-channel marketing plan.

Why Orange-In-A-Box?

At Avalara we bleed Orange. It's a part of our culture, it means that we have total dedication to our partners and customers. While we may never be the core foundation of your business, there is no reason we cannot be the easiest, most reliable, and most profitable service or product that you refer to your clients.

Methodology

When we say to think of us as an extension of your team, we mean it. This best-of-breed program has been designed by our channel, marketing, and product experts to drive maximum results with minimal effort.

For optimal results, delivery methods, timelines, and touch frequency have been carefully outlined. Email campaigns will be scheduled between the 18th and 22nd of the month when clients are doing their sales tax filing. Since traceability is everything, we will provide results within 72 hours of each activity.

67% of partners choose Orange-In-A-Box, our recommended program. This includes a total annual contribution of 90 minutes and yields the highest results. For partners requesting a scaled down version, Blue-In-A-Box is a great alternative. This program includes a total annual contribution of 55 minutes.

Industry Focused Product Options

In addition to our general automation campaign, we also offer targeted industry messaging, including:

- Retail/Ecommerce
- Manufacturing
- Distribution/Wholesale
- Software & Technology
- Services
- Energy & Utilities
- Media & Entertainment
- Printing & Publishing
- Apparel
- Life Sciences/Medical Devices
- Healthcare & Medical

Next Steps

Have a question or ready to get started? Simply email PPM@avalara.com.

Month 1 - Avalara Marketing Center & Optimization Meeting

Prep Time: 25 Min.
Goals: Net-new site traffic, lower bounce rates, and enhance social media presence.
Delivery: Avalara Marketing Center (AMC)

Description: Optimize website to include Avalara demand gen content (i.e. CertExpress, TrustFile). Setup and train on Avalara Marketing Center, including Social Media Center. Build targeted campaign list.

Month 2 - Newsletter Article

Prep Time: 5 Min.
Delivery: Existing platform

Description: Newsletter article driving to educational sales tax automation, or industry specific, asset.

Month 3 - Discover Email

Prep Time: 5 Min.
Goals: 10-12% Open Rates, 10% Click-Thru
Delivery: AMC or existing platform

Description: The discover email is geared toward top of the funnel leads and will provide education around the difficulties of tax compliance.

Month 4 - Webinar/Lunch-n-Learn

Prep Time: 15 Min.
Goals: 7-10% Registration Rates

Description: Educational webinar focused on overall compliance and/or your specified industry.

Month 5 - Optional Month

Month 6 - Learn Email

Prep Time: 5 Min.
Goals: 10-12% Open Rates, 10% Click-Thru
Delivery: AMC

Description: The learn email helps nurture leads to become middle of the funnel prospects and provides education on what tax compliance management options are available, how those options work with their systems, and helps identify their needs.

Month 7 - Webinar/Lunch-n-Learn

Prep Time: 15 Min.
Goals: 7-10% Registration Rates

Description: Educational webinar focused on overall compliance and/or your specified industry.

Month 8 - Optional Month

Month 9 - Newsletter Article

Prep Time: 5 Min.
Delivery: Existing platform

Description: Newsletter article driving to educational sales tax automation, or industry specific, asset.

Month 10 - Optional Month

Month 11 - Evaluate Email

Prep Time: 5 Min.
Goals: 10-12% Open Rates, 10% Click-Thru
Delivery: AMC

Description: The evaluate email helps nurture bottom of the funnel prospects to make a buying decision.

Month 12 - Webinar/Lunch-n-Learn

Prep Time: 15 Min.
Goals: 7-10% Registration Rates

Description: Educational webinar focused on overall compliance and/or your specified industry.

Blue-In-A-Box

The recommended option is Orange-In-A-Box but for partners who opt for a scaled down version, the Blue-In-A-Box is a great alternative.

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Prep Time: 25 Min.
Goals: Net-new site traffic, lower bounce rates, and enhance social media presence.
Delivery: Avalara Marketing Center (AMC)

Description: Optimize website to include Avalara demand gen content (i.e. CertExpress, TrustFile). Setup and train on Avalara Marketing Center, including Social Media Center. Build targeted campaign list.

Month 2 - Optional Month

Month 3 - Discover Email

Prep Time: 5 Min.
Goals: 10-12% Open Rates, 10% Click-Thru
Delivery: AMC

Description: The discover email is geared toward top of the funnel leads and will provide education around the difficulties of tax compliance.

Month 4 - Webinar/Lunch-n-Learn

Prep Time: 15 Min.
Goals: 7-10% Registration Rates

Description: Educational webinar focused on overall compliance and/or your specified industry.

Month 5 - Optional Month

Month 6 - Optional Month

Month 7 - Learn Email

Prep Time: 5 Min.
Goals: 10-12% Open Rates, 10% Click-Thru
Delivery: AMC

Description: The learn email helps nurture leads to become middle of the funnel prospects and provides education on what tax compliance management options are available, how those options work with their systems, and helps identify their needs.

Month 8 - Optional Month

Month 9 - Optional Month

Month 10 - Evaluate Email

Prep Time: 5 Min.
Goals: 10-12% Open Rates, 10% Click-Thru
Delivery: AMC

Description: The evaluate email helps nurture bottom of the funnel prospects to make a buying decision.

Month 11 - Optional Month

Month 12 - Optional Month