



Case Study

**Avalara uses  
socialondemand<sup>®</sup> to  
increase web traffic  
and conversions to  
their brand.**



**“Sharing social posts via your brand accounts will only take you so far. We needed a way to leverage individuals’ accounts and relationships in order to scale the impact of our social marketing.”**

Amiee Keenan  
Partner Marketing Manager, Avalara

# Background

Established in 2004, Avalara helps businesses of all sizes achieve compliance with transactional taxes, including sales and use, VAT, excise, communications, and other tax types. The Avalara Compliance Cloud™ platform delivers comprehensive, automated, cloud-based solutions that are designed to be fast, accurate, and easy to use for companies throughout the world.

Transactional tax is a challenge for all businesses, and becomes more challenging as they transact in more jurisdictions (online or in person). Avalara's global offering makes it easy for customers to focus less on taxes and more on doing business in multiple jurisdictions.



## 20,000+

Customers worldwide



## 13

Locations worldwide



## 1,400+

Employees around the globe

## Objectives

Avalara's mission is to alleviate the burden of complying with transactional taxes for businesses of all sizes around the world.

1

Invest in, empower, and support our partners

2

Enlist employees in our brand awareness efforts

3

Enable our brand ambassadors to be more vocal and engaging

## Challenges

Avalara understood the need for its partners to integrate social media into their sales and marketing mix, and the value of social media advocacy for driving brand awareness, web traffic, and increased conversions. However, to effectively achieve this, they faced a number of challenges:

1

Global company requiring content creation in a multitude of languages

2

Extensive partner ecosystem due to global presence

3

Partners require social media guidance

4

Complex integration process - finding a program suitable for its partners that could be easily deployed globally

# Solution

Since 2014 Avalara has been using socialondemand® to enable its partners, including accounting, ERP, ecommerce, and other business applications, to improve their social presence and drive awareness of the Avalara brand to their audiences.

Avalara conducted a pilot test, which involved selecting 10 marketing savvy reseller partners interested in the power of social media to trial socialondemand®. This entailed holding a webinar to introduce the tool to them, followed by regular calls to answer questions and hear their feedback. Over time Avalara was able to track their activity and monitor the impact. They were very happy with the results.



**“We needed a platform that would be able to track any leads that came from social sharing back to individual partners. Tremolo’s socialondemand® was one of the only solutions that allowed us to do this.”**

Amiee Keenan  
Partner Marketing Manager, Avalara



**“Our partners’ success drives our success; that’s why we want them to adopt socialondemand® – to grow their and our brands’ awareness.”**

Will Frei  
Director, Content & Social Media Strategy, Avalara

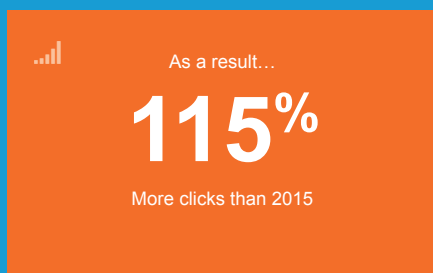
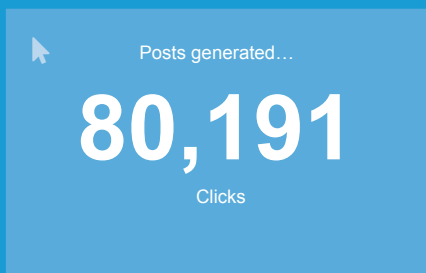
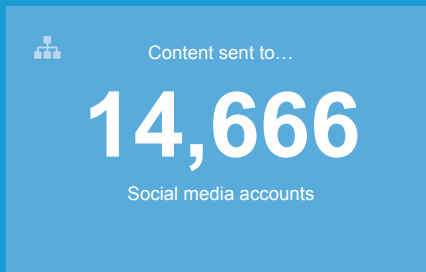
## How it works

socialondemand® enables Avalara to create social media posts within the tool that are then sent to their employees and partners to approve, edit, or share immediately to their social media accounts. This enables Avalara to extend its social reach, whilst providing fresh, interesting content to its advocates. This in turn boosts its advocates’ social presence and opportunity to be seen by prospective buyers, thus benefiting both parties.

# Results

Avalara has seen a 115% increase in social engagement and web traffic from 2015 to 2016, which equates to 80,191 clicks. This is because socialondemand® has enabled Avalara to share its content to its employees' and channel partners' social media accounts, thus increasing its potential reach. By enabling this, it has also strengthened partner and employee relationships, as they have experienced the benefit of using the tool, and improved their recognition on social media.

In 2016:



**“We are most impressed with how engaged our users are in the platform, and the way that socialondemand® has driven increased social engagement amongst many of our users and their networks.”**

Amiee Keenan  
Partner Marketing Manager, Avalara

# The partners' views



**“Avalara’s marketing program incorporating email blasts, LinkedIn and Twitter is a home run. Great content that is generating prospect interest. We are consistently getting emails on customers and prospects that have downloaded content or visited a featured website.”**

Allyn Conway  
President/CEO, ACG Incorporated

**“I love it, it is easy to use and it helps me get a little extra content flowing through my accounts. I am kind of mad at myself for taking so long to get it up and running with how easy it was!”**

Kari-Ann B. Ryan  
Marketing Director, WAC Solution Partners-Midwest



## Going forward

Avalara will continue to drive awareness amongst channel partners and employees, with an emphasis on:

- 1 Continuing to on-board employees to the platform
- 2 Optimizing content available to employees
- 3 Further expanding the deployment of socialondemand to other countries
- 4 Sharing content in other languages to increase engagement

# Give your partners the power to extend their social media reach with your content, via socialondemand<sup>®</sup>.

Simply call Tremolo on **+44 (0) 20 3540 6585**  
or visit **tremolosoftware.com** for an online demo  
or to request more information.



Units 2, 3 & 4, Old Brewery Yard, High Street, Battle, East Sussex, TN33 0AF  
©2017 Tremolo<sup>®</sup> Software Limited. All rights reserved.