

IMPACT Marketplace

Free tools to generate leads and drive your sales.

IMPACT Marketplace is a comprehensive, one-stop resource designed to streamline your marketing efforts so you can focus on customer relationships and sales. These free, easy-to-use tools provide high-impact value for minimal effort—all with customized control of your brand, contact information, and messaging.

Website Pro

Add dynamic Xerox® product and solutions content to your website. Just add a Website Pro tag to a page on your website to automatically receive over 30 pages of Xerox® product and solution content, and capture leads with a robust, 24–7 web presence. Plus, when prospective customers visiting xerox.ca search for a Xerox sales location near their postal code, your contact information and link appears in the results.



eMarketer

Create and manage response-getting email campaigns. Leverage pre-built email templates and newsletters to promote products directly to your prospects and customers. Customize email landing pages with special offers and incentives. All click-throughs route customers directly to your website. Manage your email lists securely, track results, and send campaigns through a simple, intuitive interface. Website Pro and eMarketer pack a powerful one-two punch to add to your marketing muscle.

Xerox® Social Tool

Connect your Twitter and LinkedIn account to our new social tool and start sharing pre-made content from Xerox with your customers.

QuickPitch Pro

Use on sales calls or send links to customers and prospects. Each multimedia QuickPitch is a co-branded, short, persuasive video presentation designed to introduce Xerox® products and solutions, and address specific customer challenges.

Collateral Creator

Jointly-branded for your business, build brochures, flyers and direct mail pieces for the Xerox® products and services that you sell. Add your logo, contact information and messaging to quickly create professional looking marketing materials that get results. Save your marketing collateral as a PDF file or order free prints from our print shop.

Other Tools

Yes, there's even more. The Competitive Comparison Tool, Proposal Creator, Product Configurator and Event Site Builder all save you time and help you grow your Xerox business.

For more information, visit xerox.com/channelpartners