

USES BY ROLE

New Field Representatives

UPLOAD YOUR OWN LIST

- Upload your prospect list and connect with them using one of the Compliance-approved messages in direct mail or email.
- Save your list to My Lists on **MarketEDGE360** to use over and over again.

ORDER LIST OF PROSPECTS AND EXECUTE CAMPAIGN

- Using List Builder, choose from over 100 million household names.
- Qualify and filter your list by:
 - Address / Zip Code
 - Distance Radius
 - Gender
 - Years in the Industry
 - Phone Numbers (where available)
 - Life and Health License(s)
 - Type(s) of Securities License(s)
 - Client Wealth
 - Financial Planning Experience
- Download the list to create your own mailing or store in the My Lists section of **MarketEDGE360** for up to 90 days.
- Send a personalized direct mail or email campaign from **MarketEDGE360** using one of over 600 Compliance-approved messages.

SEND A DRIP CAMPAIGN

Drip Campaigns are pre-built, targeted marketing campaigns designed for ease of ordering.

1. Select your subject.
2. Apply your list and delivery date.
3. Check out and the system does the rest.

Drip Campaigns contain multiple components for high touch and follow-up.



MarketEDGE360 is a relationship engagement solution, created for the field and by the field. It offers FRs instant access to clients, prospects, and recruits, where you can execute a comprehensive portfolio of Compliance-approved, highly personalized communications that can be customized at a local level for your practice.

No matter who your target is, with **MarketEDGE360**, you can find the content and media you need to successfully.

For questions, contact the **Distributed Solutions Team** by email at marketedge360@glic.com or by phone at 888-600-4668.



The Guardian Life Insurance
Company of America®
7 Hanover Square
New York, NY 10004-4025
www.guardianlife.com