



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3	4	5	6
7	8	9	10	11	12	13
					E-Email	Social Post 1
					Advisor Level Web Site Banner Ad and Blogs	
14	15	16	17	18	19	20
	Social Post 2	Escape Magazine	Social Post 3	E-Email	Outbound Calls	Email
						Social Post 4
		Advisor Level Web Site Banner Ad and Blogs				
21	22	23	24	25	26	27
Social Post 1	Outbound Calls	Social Post 2	Outbound Calls	Social Post 3	Outbound Calls	Social Post 4
		Advisor Level Web Site Banner Ad and Blogs				
28	29	30	31	1	2	3
4	5	6	7	8	9	10

Marketing Component	Description
Escape Magazine	Escape magazine sent to households who opted into the TLN Engagement campaign (approx 20K households)
Digital Magazine	Available to all Nexion Travel Group members to use as a part of their email signature (link), use in social media marketing and tactical email marketing
Email Campaign	Available to all Nexion Travel Group members via Nexion Travel Group's "OnTarget" email marketing tool
E-engagement Email	Available to all Nexion Travel Group members via download on <i>Escape</i> landing page (for use with non-Nexion third party email tools)
Social Media Campaign	E-engagement will be sent to all members who opted into the Engagement campaign (on 7/12 and 7/18)
Website Banners and Blogs	Available to all Nexion Travel Group members via Nexion Travel Group's "OnTarget" Social Media Resource Center
Outbound Calls	Available to all Nexion Travel Group members via download on <i>Escape</i> landing page (for use with non-Nexion Travel Group social media tools)
	Available to all Nexion members via Nexion Travel Group's agent-level websites hosted by Passport Online
	Available to all Nexion Travel Group members via download on <i>Escape</i> landing page (for use with proprietary websites)
	Suggestion of making outbound calls to high-opportunity prospects in your client database