

# 2020 DEC 12

nexion  
TRAVEL GROUP  
THE TRAVEL PROFESSIONAL'S HOST AGENCY

escape



SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26 <i>escape</i> in homes
			SOCIAL POST 1	E-EMAIL	SOCIAL POST 2	
Advisor Level Web Site Banner Ad and Blogs						
27	28	29	30	31	JAN 2021	1 2
SOCIAL POST 3	SOCIAL POST 4	E-EMAIL	OUTBOUND CALLS	SOCIAL POST 1	OUTBOUND CALLS	SOCIAL POST 2
Advisor Level Web Site Banner Ad and Blogs						
3	4	5	6	7	8	9
OUTBOUND CALLS	SOCIAL POST 3		SOCIAL POST 4			
			Advisor Level Web Site Banner Ad and Blogs			

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 advisors 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 advisors through <i>OnTarget</i> email marketing tool. Available for all Nexion Travel Group advisors to download through the <i>Escape</i> toolkit microsite (for use with non-Nexion third party email tools).
E-EMAIL	The e-Engagement email will be sent to the customers of those advisors who opted into the Engagement campaign. Emails will be sent on 12/24 and 12/29.
SOCIAL MEDIA Campaign	Available to all Nexion Travel Group advisors through <i>OnTarget</i> social media resource center. Available for all Nexion Travel Group advisors to download through the <i>Escape</i> toolkit microsite (for use with non-Nexion Travel Group social media tools).
Website Banners and Blogs	Available for all Nexion Travel Group advisors to download through the <i>Escape</i> toolkit microsite (for use with proprietary websites).
Outbound Calls	Suggestion of making outbound calls to high-opportunity prospects in your client database.