

09
SEP
 2021

escape

nexion
 TRAVEL GROUP



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

Marketing Component	Description
<i>Escape</i> Magazine	<i>Escape</i> 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 9/13 and 9/24
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.