

# APR

## 04

escape

nexion  
TRAVEL GROUP

THE TRAVEL ADVISOR'S HOST AGENCY



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
					1	2	
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
		E-EMAIL	OUTBOUND CALLS		escape in homes	SOCIAL POST 1	
17	18	Advisor Level Web Site Banner Ad and Blogs					23
	EMAIL				E-EMAIL		
SOCIAL POST 2			OUTBOUND CALLS	SOCIAL POST 1	SOCIAL POST 2		
	Advisor Level Web Site Banner Ad and Blogs						
24	25	26	27	28	29	30	

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 4/19 and 4/29
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.