## 2022

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
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		SOCIAL POST 3	OUTBOUND CALLS	escape	SOCIAL POST 1		
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Advisor Level Web Site Banner Ad and Blogs							
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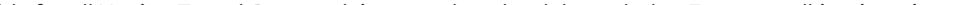
Marketing Component	Description
<i>Escape</i> Magazine	<i>Escape</i> magazine sent to households who opted into the TLN Engagement campaign (approx. 20K households).
Digital Magazine	Available to all Nexion Travel Group advisors to use as a part of their email signature (link), use in social media marketing and tactical email marketing.
EMAII	Available to all Nexion Travel Group advisors through <i>OnTarget</i> email marketing tool.

escape

nexion

TRAVEL GROUP

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Campaign	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).
	The e-Engagement email will be sent to the customers of those advisors who opted into the
E-EMAIL SOCIAL MEDIA	Engagement campaign. Emails will be sent on 12/7 and 12/14.
	Available to all Nexion Travel Group advisors through OnTarget social media resource center.
	Available for all Nexion Travel Group advisors to download through the Escape toolkit microsite
Campaign	(for use with non-Nexion Travel Group social media tools).
Website Banners and	Available for all Nexion Travel Group advisors to download through the Escape toolkit microsite
Blogs	(for use with proprietary websites).
Outbound Calls	Suggestion of making outbound calls to high-opportunity prospects in your client database.