

DEC 12

2022

escape

nexion
TRAVEL GROUP
THE TRAVEL ADVISOR'S HOST AGENCY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					SOCIAL POST 1	SOCIAL POST 2
				1	2	3
Advisor Level Web Site Banner Ad and Blogs						
		SOCIAL POST 3	OUTBOUND CALLS	<i>escape</i> in homes	SOCIAL POST 1	
4	5	6	E-EMAIL	7	8	9
						10
Advisor Level Web Site Banner Ad and Blogs						
	SOCIAL POST 2		E-EMAIL	OUTBOUND CALLS	SOCIAL POST 3	
11	12	13	14	15	EMAIL	16
						17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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 12/7 and 12/14.
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.