

JUL 07

2022

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	
			Advisor Level Web Site Banner Ad and Blogs				
			SOCIAL POST 1	SOCIAL POST 2	<i>escape</i> in homes	SOCIAL POST 3	
17	18	19	E-EMAIL		22	23	
			Advisor Level Web Site Banner Ad and Blogs				
	OUTBOUND CALLS	SOCIAL POST 1	EMAIL	SOCIAL POST 2	OUTBOUND CALLS	SOCIAL POST 3	
24/31	25	26	27	E-EMAIL	29	30	

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 7/22 and 7/28.
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.