

# SEP

## 09

# 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	17
Advisor Level Web Site Banner Ad and Blogs						
18	19	20	21	SOCIAL POST 1	SOCIAL POST 2	24
					E-EMAIL	
					23	
Advisor Level Web Site Banner Ad and Blogs						
SOCIAL POST 3	OUTBOUND CALLS	<i>escape</i> in homes	SOCIAL POST 1	SOCIAL POST 2	SOCIAL POST 3	E-EMAIL
25	26	27	EMAIL	28	29	OCT. 1
					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 9/23 and 10/01.
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.