

2023

JUL

07

ESCAPE

EXPERIENTIAL TRAVEL



SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
					SOCIAL POST	
					BANNERS + BLOGS	
16	17	18	19	20	21	22
	ESCAPE DROP DATE	SOCIAL POST	CLIENT CALLS	SOCIAL POST		
	E-EMAIL	BANNERS + BLOGS				SOCIAL POST
23	24	25	26	27	28	29
	E-EMAIL	CLIENT CALLS	EMAIL			
	BANNERS + BLOGS					
30						

MARKETING COMPONENT	DESCRIPTION
ESCAPE DROP DATE	REFLECTS THE APPROXIMATE DATE ON WHICH THE ESCAPE MAGAZINE WILL BE HITTING CONSUMER HOMES.
e-BOOK	THIS IS THE DIGITAL VERSION OF THE MAGAZINE WHICH IS INTENDED TO BE LINKED TO THE DIFFERENT MARKETING ASSETS THAT ARE PART OF THE DIGITAL TOOLKIT (ACCESSIBLE THROUGH THE BANNER ON MYNEXION).
EMAIL	THIS IS AN EMAIL TEMPLATE AVAILABLE TO ALL NEXION ADVISORS TO DOWNLOAD THROUGH THE ESCAPE TOOLKIT MICROSITE (FOR USE WITH NON-NEXION THIRD-PARTY EMAIL TOOLS). ALSO AVAILABLE THROUGH THE ONTARGET EMAIL MARKETING TOOL.
E-EMAIL	THE E-ENGAGEMENT EMAIL WILL BE SENT TO CONSUMERS ON THE ADVISORS' BEHALF, WITH THEIR AGENCY'S CALL TO ACTION.
SOCIAL POSTS	THESE ARE SOCIAL MEDIA POSTS (IMAGES + CAPTIONS) AVAILABLE FOR ALL NEXION ADVISORS TO DOWNLOAD THROUGH THE ESCAPE TOOLKIT MICROSITE. ALSO AVAILABLE THROUGH THE ONTARGET SOCIAL MEDIA RESOURCE CENTER.
BANNERS + BLOGS	THESE BANNERS AND BLOGS ARE AVAILABLE FOR ALL NEXION ADVISORS TO DOWNLOAD THROUGH THE ESCAPE TOOLKIT MICROSITE AND USE ON THEIR CONSUMER-FACING WEBSITES.
CLIENT CALLS	WE HIGHLY ENCOURAGE NEXION ADVISORS TO DO CLIENT CALLS TO FOLLOW UP ON THE MAGAZINE'S ARRIVAL AND INITIATE THE CONVERSATION WITH THE CUSTOMER ON PLANNING THEIR NEXT GETAWAY.