

2024

APR

04

ESCAPE
CULINARY AND WINE



SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
			SOCIAL POST	E-EMAIL		SOCIAL POST
			BANNERS + BLOGS			
14	15	16	17	18	19	20
	ESCAPE DROP DATE	CLIENT CALLS	SOCIAL POST	E-EMAIL	SOCIAL POST	CLIENT CALLS
		BANNERS + BLOGS				
21	22	23	24	25	26	27
SOCIAL POST	EMAIL	SOCIAL POST				
28	29	30	31			

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.