

2024
SEP
09

ESCAPE
HISTORY & CULTURE



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