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# 2021 Online Marketing Calendar

Use the list below of 2021 holidays and major events to plan your online marketing campaigns. For more ideas about how to plan your online marketing around these holidays, visit blogs.constantcontact.com/2021

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## Monthly Themes

New year, a fresh start

Building healthy habits

National Mentoring Month

## Notes

# 01 2021

# January

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|
| | | | | 1 New Years Day | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 Houseplant Appreciation Day |
| 11 | 12 | 13 | 14 National Dress Up Your Pet Day | 15 | 16 | 17 |
| 18 Martin Luther King Jr. Day | 19 | 20 | 21 | 22 | 23 | 24 National Compliment Day |
| 25 | 26 | 27 | 28 | 29 National Puzzle Day | 30 | 31 |

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## Monthly Themes

Black History Month

## Notes

# 02 2021

# February

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|
| 1 | 2 Groundhog Day | 3 | 4 | 5 | 6 | 7 Super Bowl Sunday |
| 8 | 9 | 10 | 11 | 12 Lunar New Year | 13 | 14 Valentines Day |
| 15 President's Day Singles Awareness Day | 16 Mardi Gras (Fat Tuesday) | 17 Ash Wednesday | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 Purim (Begins at Sundown) | 26 | 27 | 28 |
| | | | | | | |

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## Monthly Themes

Women's History Month

## Notes

# 03 2021

# March

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 International Women's Day | 9 | 10 | 11 | 12 | 13 | 14 Pi Day Daylight Savings (Begins at 2am) |
| 15 | 16 | 17 St. Patrick's Day | 18 | 19 Let's Laugh Day | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 National Mom & Pop Business Owners Day | 30 | 31 | | | | |

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# 04 2021

# April

## Monthly Themes

Autism Awareness Month

## Notes

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|
| | | | 1 April Fool's Day | 2 World Autism Awareness Day | 3 | 4 Easter |
| 5 | 6 | 7 | 8 | 9 | 10 Siblings Day | 11 |
| 12 | 13 | 14 | 15 Tax Day | 16 | 17 | 18 |
| 19 | 20 "420" Day celebrating cannabis business and culture | 21 | 22 Earth Day | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | | |

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# 05 2021

# May

## Monthly Themes

Jewish American Heritage Month

Mental Health Awareness Month

## Notes

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|
| | | | | | 1 | 2 |
| 3 | 4 Star Wars Day *May the fourth be with you!* National Teacher's Day | 5 Cinco de Mayo | 6 | 7 | 8 | 9 Mother's day |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 / 31 Memorial Day | 25 | 26 | 27 | 28 | 29 | 30 |

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# 06 2021

# June

## Monthly Themes

LGBTQ+ Pride Month

## Notes

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 Drive-In Movie Day |
| 7 | 8 Best Friends Day | 9 | 10 | 11 | 12 | 13 |
| 14 Flag day | 15 | 16 | 17 | 18 | 19 Juneteenth Independence Day | 20 Father's day Summer Solstice *First Day of Summer* |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | | | | |

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# 07 2021

# July

## Monthly Themes

National Ice Cream Month

## Notes

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|
| | | | 1 International Joke Day | 2 | 3 | 4 Independence Day |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 World Emoji Day | 18 |
| 19 Ice Cream Day | 20 | 21 | 22 National Hot Dog Day | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 National Cheesecake Day | 31 | |

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## Monthly Themes

Black Business Month

American Artists Appreciation Month

## Notes

# 08 2021

# August

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 International Beer Day | 8 |
| 9 Book Lovers Day | 10 | 11 | 12 | 13 Friday the 13th Left Hander's day | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 Senior Citizen's Day | 22 |
| 23 30 National Marshmallow Toasting Day | 24 31 | 25 | 26 National Dog Day | 27 | 28 | 29 |

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# 09 2021

# September

## Monthly Themes

National Latinx/Hispanic Heritage Month
*(runs from September 15 to October 15)*

## Notes

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 Labor Day<br>Rosh Hashanah<br>*Begins at sundown* | 7 | 8 | 9 | 10 | 11 | 12 Grandparents Day |
| 13 | 14 | 15 Yom Kippur<br>*Begins at sundown* | 16 | 17 | 18 | 19 |
| 20 | 21 International Day of Peace | 22 Autumn Equinox<br>*First Day of Autumn* | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | | | |

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## Monthly Themes

Breast Cancer Awareness Month

## Notes

# 10 2021

# October

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 Indigenous Peoples' Day | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 National Cat Day | 30 | 31 Halloween |

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## Monthly Themes

"Movember" — Raising awareness for men's health issues

Height of holiday preparations and shopping

## Notes

11 2021

# November

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 Diwali | 5 | 6 | 7 Daylight Savings (Ends at 2am) |
| 8 | 9 | 10 | 11 Veterans Day | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 Thanksgiving | 26 Black Friday | 27 Small Business Saturday | 28 Hanukkah begins |
| 29 Cyber Monday | 30 Giving Tuesday | | | | | |

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## Monthly Themes

Height of the holiday season

End-of-year fundraising

## Notes

# 12 2021

# December

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 Hanukkah ends | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 Winter Solstice *Shortest Day of the year* | 22 | 23 | 24 Christmas Eve | 25 Christmas Day | 26 Kwanzaa Boxing Day |
| 27 | 28 | 29 | 30 | 31 New Year's Eve | | |