



# 2021

# Online Marketing Calendar

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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](https://blogs.constantcontact.com/2021)

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# January

### Monthly Themes

New year, a fresh start  
Building healthy habits  
National Mentoring Month

### Notes

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

# February

## Monthly Themes

Black History Month

## Notes

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| 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 Presidents Day<br>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                  |
|  |                             |                  |                              |                   |          |                     |

**Monthly Themes**

Women's History Month

**Notes**

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| 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<br>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                   |          |                    |          |   |

04 2021

April

**Monthly Themes**

Autism Awareness Month

**Notes**

Lined area for 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                           |                 |          |



**Monthly Themes**

LGBTQ+ Pride Month

**Notes**

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| 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<br>Summer Solstice<br>First Day of Summer |
| 21          | 22                 | 23        | 24       | 25     | 26                             | 27  |
| 28          | 29                 | 30        |          |        |                                |   |

## Monthly Themes

National Ice Cream Month

## Notes

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| 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                 |                    |



# August

## Monthly Themes

Black Business Month

American Artists

Appreciation Month

## Notes

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

|    | 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<br>Left Hander's day | 14                   |
| 15 | 16                                | 17      | 18        | 19               | 20     | 21                                   | Senior Citizen's Day |
| 22 | 23                                | 24      | 25        | 26               | 27     | 28                                   | 29                   |
| 30 | National Marshmallow Toasting Day | 31      |           | National Dog Day |        |                                      |                      |

## 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                             |
| <b>6</b><br><i>Labor Day</i><br><i>Rosh Hashanah</i><br><i>Begins at sundown</i> | 7                                       | 8   | 9  | 10 | 11 | 12<br><i>Grandparents Day</i> |
| 13   | 14                                      | 15<br><i>Yom Kippur</i><br><i>Begins at sundown</i>       | 16 | 17 | 18 | 19                            |
| 20   | 21<br><i>International Day of Peace</i> | 22<br><i>Autumn Equinox</i><br><i>First Day of Autumn</i> | 23 | 24 | 25 | 26                            |
| 27   | 28                                      | 29  | 30 |    |    |                               |

# October

## Monthly Themes

Breast Cancer Awareness Month

## Notes

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| 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 |

# November

### Monthly Themes

“Movember” — Raising awareness for men’s health issues

Height of holiday preparations and shopping

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| 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 |           |                 |                 |                            |                                  |

# December

### Monthly Themes

Height of the holiday season  
End-of-year fundraising

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