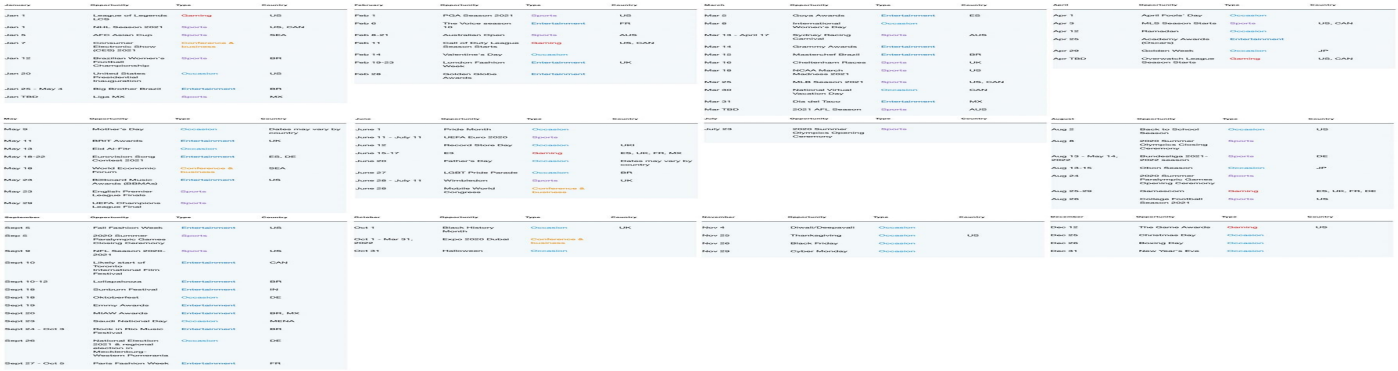
Quali argomenti discutere sui social: il Calendario di Marketing

di Paolo Franzese



Quali argomenti discutere sui social? Connettiti con ciò che sta accadendo su Twitter.

Con questa risorsa puoi pianificare le tue campagne utilizzando gli argomenti indicati nel calendario di marketing di Twitter.

Twitter è il luogo in cui persone, aziende e marchi arrivano per condividere grandi momenti e parlarne, puoi utilizzare questo calendario per scoprire opportunità per entrare in contatto con il tuo pubblico tutto l'anno attraverso eventi, occasioni e tendenze pertinenti.

? **Nota**: pianifica le tue campagne con il calendario di marketing di Twitter: https://business.twitter.com/en/resources/twitter-marketing-calendar.html

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January	Opportunity	Type	Country
Jan 1	League of Legends LCS	Gaming	US
Jan 1	NHL Season 2021	Sports	US, CAN
Jan 5	AFC Asian Cup	Sports	SEA
Jan 7	Consumer Electronic Show (CES) 2021	Conference & business	
Jan 12	Brazilian Women's Football Championship	Sports	BR
Jan 20	United States Presidential Inauguration	Occasion	US
Jan 25 - May 4	Big Brother Brazil	Entertainment	BR
Jan TBD	Liga MX	Sports	MX

February	Opportunity	Type	Country
Feb 1	PGA Season 2021	Sports	US
Feb 6	The Voice season 10	Entertainment	FR
Feb 8-21	Australian Open	Sports	AUS
Feb 11	Call of Duty League Season Starts	Gaming	US, CAN
Feb 14	Valentine's Day	Occasion	
Feb 19-23	London Fashion Week	Entertainment	UK
Feb 28	Golden Globe Awards	Entertainment	

March	Opportunity	Type	Country
Mar 5	Goya Awards	Entertainment	ES
Mar 8	International Women's Day	Occasion	
Mar 13 - April 17	Sydney Racing Carnival	Sports	AUS
Mar 14	Grammy Awards	Entertainment	
Mar 15	Masterchef Brazil	Entertainment	BR
Mar 16	Cheltenham Races	Sports	UK
Mar 18	NCAA March Madness 2021	Sports	US
Mar 25	MLB Season 2021	Sports	US, CAN
Mar 30	National Virtual Vacation Day	Occasion	CAN
Mar 31	Dia del Taco	Entertainment	MX
Mar TBD	2021 AFL Season	Sports	AUS

April	Opportunity	Type	Country
Apr 1	April Fools' Day	Occasion	
Apr 3	MLS Season Starts	Sports	US, CAN
Apr 12	Ramadan	Occasion	
Apr 25	Academy Awards (Oscars)	Entertainment	
Apr 29	Golden Week	Occasion	JP
Apr TBD	Overwatch League Season Starts	Gaming	US, CAN

May	Opportunity	Type	Country
May 9	Mother's Day	Occasion	Dates may vary by country
May 11	BRIT Awards	Entertainment	UK
May 13	Eid Al-Fitr	Occasion	
May 18-22	Eurovision Song Contest 2021	Entertainment	ES, DE
May 18	World Economic Forum	Conference & business	SEA
May 23	Billboard Music Awards (BBMAs)	Entertainment	US
May 23	English Premier League Finals	Sports	
May 29	UEFA Champions League Final	Sports	

June	Opportunity	Type	Country
June 1	Pride Month	Occasion	
June 11 - July 11	UEFA Euro 2020	Sports	
June 12	Record Store Day	Occasion	UKI
June 15-17	E3	Gaming	ES, UK, FR, MX
June 20	Father's Day	Occasion	Dates may vary by country
June 27	LGBT Pride Parade	Occasion	BR
June 28 - July 11	Wimbledon	Sports	UK
June 28	Mobile World Congress	Conference & business	

July	Opportunity	Type	Country
July 23	2020 Summer Olympics Opening Ceremony	Sports	

August	Opportunity	Type	Country
Aug 2	Back to School Season	Occasion	US
Aug 8	2020 Summer Olympics Closing Ceremony	Sports	
Aug 13 - May 14, 2022	Bundesliga 2021-2022 season	Sports	DE
Aug 13-15	Obon Season	Occasion	JP
Aug 24	2020 Summer Paralympic Games Opening Ceremony	Sports	
Aug 25-29	Gamescom	Gaming	ES, UK, FR, DE
Aug 26	College Football Season 2021	Sports	US

September	Opportunity	Type	Country
Sept 5	Fall Fashion Week	Entertainment	US
Sep 5	2020 Summer Paralympic Games Closing Ceremony	Sports	
Sept 9	NFL Season 2020-2021	Sports	US
Sept 10	Likely start of Toronto International Film Festival	Entertainment	CAN
Sept 10-12	Lollapalooza	Entertainment	BR
Sept 18	Sunburn Festival	Entertainment	IN
Sept 18	Oktoberfest	Occasion	DE
Sept 19	Emmy Awards	Entertainment	
Sept 20	MIAW Awards	Entertainment	BR, MX
Sept 23	Saudi National Day	Occasion	MENA
Sept 24 - Oct 3	Rock in Rio Music Festival	Entertainment	BR
Sept 26	National Election 2021 & regional election in Mecklenburg-Western Pomerania	Occasion	DE
Sept 27 - Oct 5	Paris Fashion Week	Entertainment	FR

October	Opportunity	Type	Country
Oct 1	Black History Month	Occasion	UK
Oct 1 - Mar 31, 2022	Expo 2020 Dubai	Conference & business	
Oct 31	Halloween	Occasion	

November	Opportunity	Type	Country
Nov 4	Diwali/Deepavali	Occasion	
Nov 25	Thanksgiving	Occasion	US
Nov 26	Black Friday	Occasion	
Nov 29	Cyber Monday	Occasion	

December	Opportunity	Type	Country
Dec 12	The Game Awards	Gaming	US
Dec 25	Christmas Day	Occasion	
Dec 26	Boxing Day	Occasion	
Dec 31	New Year's Eve	Occasion	

Calendario di marketing di Twitter

Iscriviti alla mia newsletter se vuoi saperne di più.

Da un articolo scritto da Paolo Franzese il 21 Gennaio 2015

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