



Press Release

## **New free tool: Marketingcalendar.app helps plan and execute occasion-based campaigns.**

The simple and free service alerts marketers to upcoming annual and promotional days - from historical events to World Cat Day.

**Zurich and Berlin, June 29, 2021 - Small, occasion-based marketing campaigns are a great strategy to surprise and engage customers and positively stand out from the competition. Start-up [nexoya](#), an expert in AI-based campaign optimization, now supports marketing teams in this task: users of the new free reminder tool [marketingcalendar.app](#) receive early notifications of special upcoming annual or promotional days. This way, they no longer miss an opportunity for day-specific campaigns, such as Mint Chocolate Day. Users automatically receive the notifications in their email inbox a month before the event. This leaves time for strategic planning and thoughtful execution of marketing activities. In addition, the reminder contains tips for specific actions: from SEO to SEM to content marketing.**

Annual and action days have proven their worth for occasion-related marketing campaigns. The best-known example is perhaps Black Friday, which has turned into a worldwide phenomenon over the years. Every year, many marketers benefit from the attention of consumers on this day. Holiday marketing also boosts sales for many companies, especially in the run-up to Christmas. However, it's worthwhile to run other small campaigns away from the general marketing promotion days. Upcoming commemorative, annual, promotional, and public holidays are all good occasions for this. Almost every day of the year now has a specific motto: be it World Environment Day, World No-Smoking Day, Sweatpants Day, World Cat Day, or World Cuddle Day. And not to forget the German Apple Day or Mint Chocolate Day, International Beer Day, birthdays of famous personalities, foundation anniversaries of important institutions or anniversaries of political events. Marketing departments can pick and choose the occasions that suit their products and goals. However, in the day-to-day business, timely research and strategic planning of time-sensitive campaigns often get lost. Yet, they are an excellent opportunity to surprise and engage customers and stand out from the competition.

### **Reminder contains relevant marketing tips.**

With the new free marketingcalendar.app, marketers will no longer miss a special day for a marketing opportunity. After simple registration with an email address and password, the marketingcalendar.app sends an email to subscribers four weeks before a memorial, annual, promotional, or holiday day. In addition, the marketing experts from nexoya provide easy-to-implement tips and tricks in each reminder that will make the next online marketing campaign even more successful. For example, how to improve the click-through rate or successful design ads. On the start page of marketingcalendar.app, users can find all upcoming events in a clear list format.

"If you link your marketing campaigns to current occasions, you can increase your brand awareness with little effort, and we've seen that in our company as well. However, researching these special days and preparing for them is very time-consuming. We wanted to simplify that for everyone. So we designed the Marketingcalendar.app with one crucial aspect in mind: simplicity. The recurring reminders help marketers focus on what's coming up - with as little additional effort as possible," explains Marco Hochstrasser, CTO and co-founder at nexoya.

## Image material

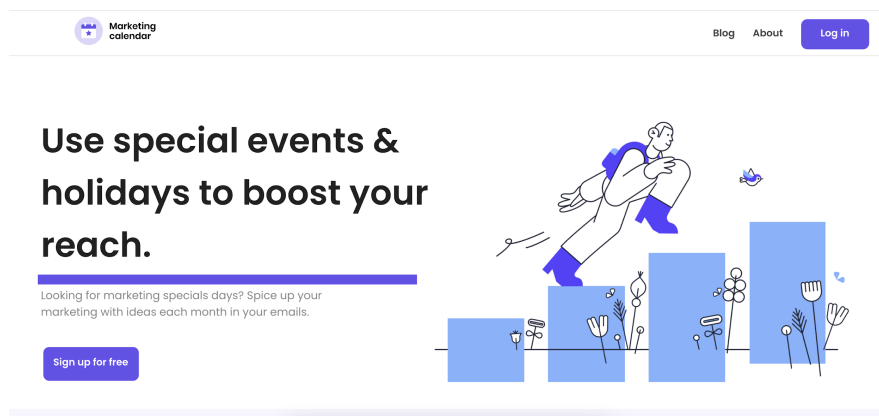
### Screenshot E-Mail



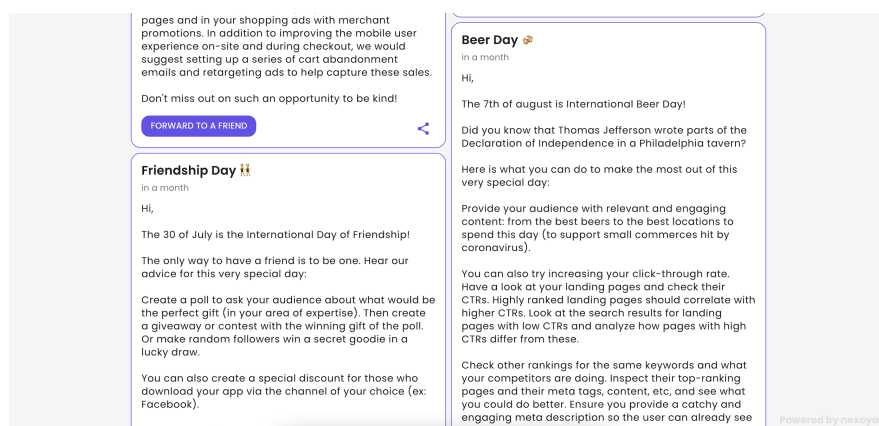
# Marketing calendar

Logo der marketingcalendar.app.

Download:



The homepage of the marketingcalendar.app.



Users receive all upcoming events in a clear list format.

**About nexoya**

The startup Nexoya Ltd with the headquarter in Zürich, is since 2018 developing a platform for automatic analysis for digital marketing of mid-to large size corporates - with high usability and high data privacy focus. Based on Machine Learning, the SaaS Platform "nexoya Marketing Analytics" optimizes multi-channel marketing campaigns. It aggregates all relevant metrics out of various channels such as Google, Instagram, or Facebook, allowing you to have well-arranged reporting and monitoring of your KPIs. Based on the gathered data and thanks to Artificial Intelligence (Predictive Analytics), nexoya optimizes your campaign budget after that. With that, it helps Marketing teams to reduce their operational efforts, simplify automated data-driven decisions and reduce your ad-spend by up to 30%. Nexoya is only gathering nonpersonalized data and is hosting strictly in certified data centers in Switzerland. Customers are well-known businesses such as Emmi Group, Generali, CSS or the house agency. [www.nexoya.com](http://www.nexoya.com)

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