



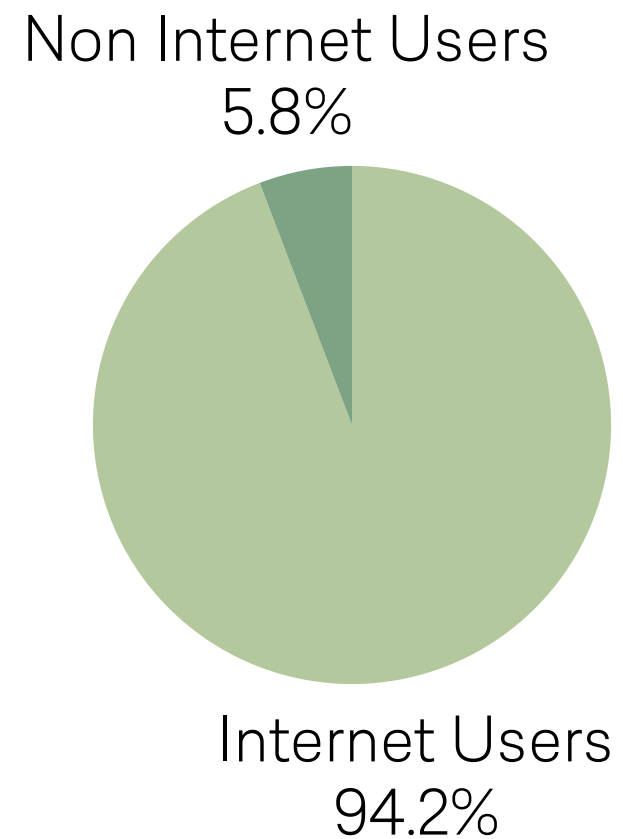
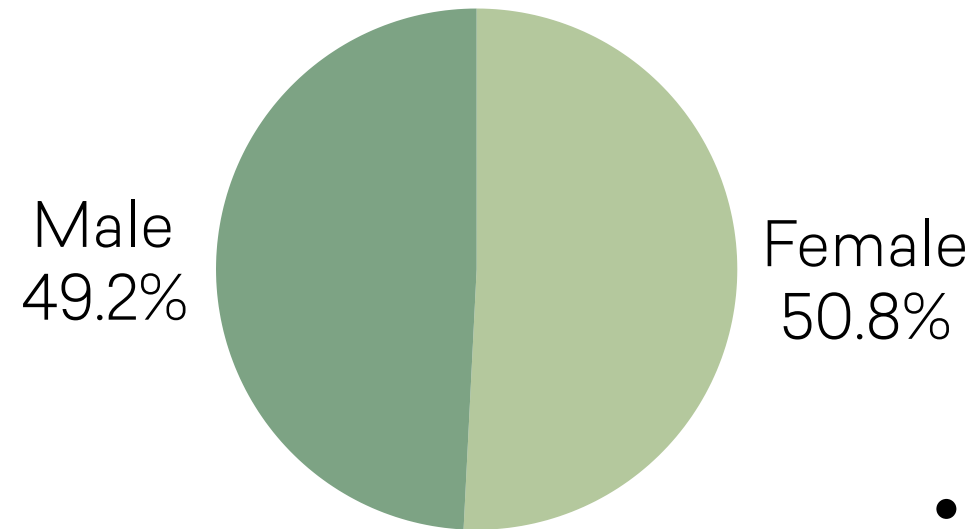
Digital Marketing in Austria

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INTRODUCTION TO AUSTRIA



- Total population in January 2023 - 8.95 million
- The median age is 43.1 years
- Austria ranks 97th in the world in terms of population
- The Austrian economy is deemed to be one of the most stable in Europe
- The population also enjoys one of the highest GDPs per capita in Europe

WHAT LANGUAGE IS SPOKEN IN AUSTRIA?



The official language of Austria is German

However, it is a variety of Standard High German which features its own peculiarities such as differences in vocab, spelling and grammar

Austrian German is used throughout the country such as in the media and in workplaces

Most major platforms and companies don't specifically localise their content for Austria, opting to address the larger German-speaking DACH market (Germany, Austria and Switzerland)

However, specific localisation can have its benefits such as building trust and relatability with Austrian users, as you are showing cultural sensitivity



REASONS YOU SHOULD CONSIDER MARKETING IN AUSTRIA

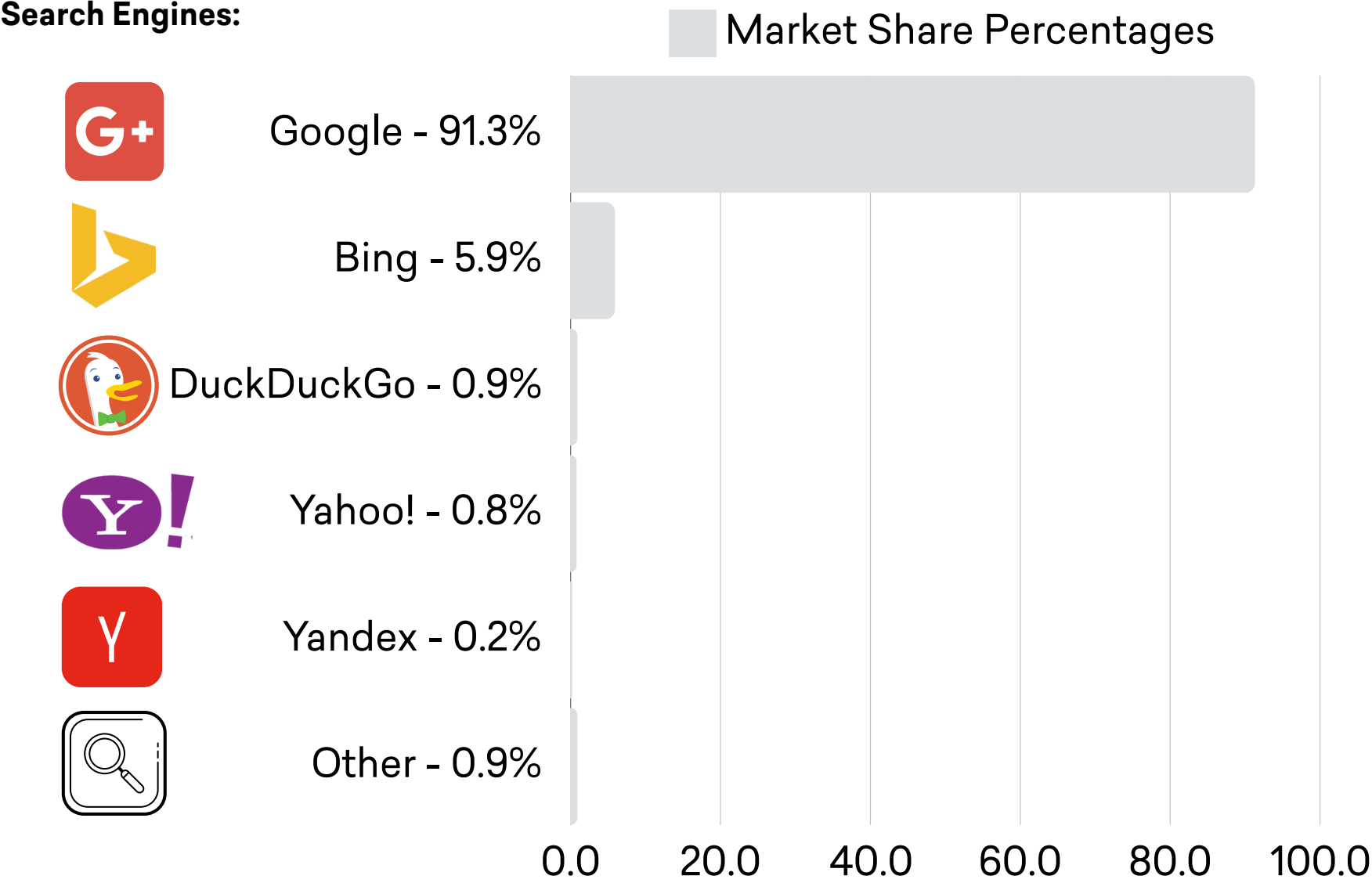
- ✓ Austria is considered a good central point within Europe for distribution. It borders 8 different countries, so there is a lot of potential for future expansion within a close proximity
- ✓ It is ranked 9th among 57 industrial countries for its economic stability
- ✓ The high internet penetration rate means that a large percentage of the total population can be reached through digital channels

INTERNET USER BREAKDOWN



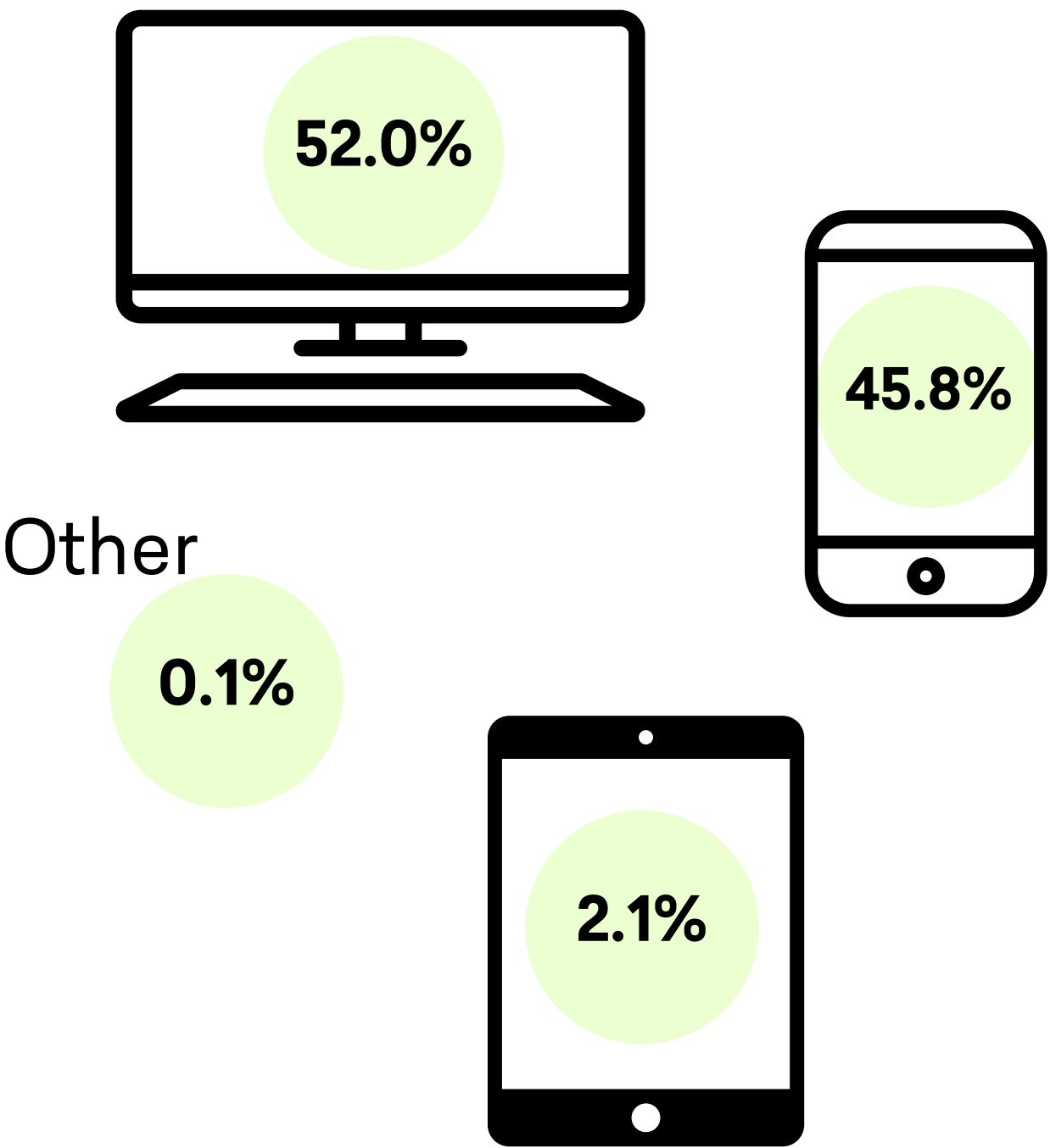
Search Engines:

As of January 2023, there were 8.43 million internet users in Austria



Serps Invaders

DEVICE SHARE



TYPICAL AUSTRIAN USER

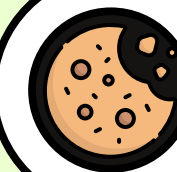
Users spend around
5 hours 22 minutes
per day online

Users are spending time
finding information,
researching how to do
things, products and
brands

In terms of ecommerce
users, the largest
category is
men aged between 35-44
...

...
followed by users
aged between
25-34 (all genders)

The most popular products to be purchased
online are clothes, electronics and media
products, toys, hobbies and DIY equipment,
furniture and home appliances



54% decline cookies



39% worry about how companies
use their online data



31% have concerns about fake
information online

POPULAR TYPES OF CONTENT



Per week, 86.4% of Austrian users are watching video content. 23% of which are watching how to videos

Therefore, if you're producing how to guides or instructional content, it would be a good idea to produce video content alongside it



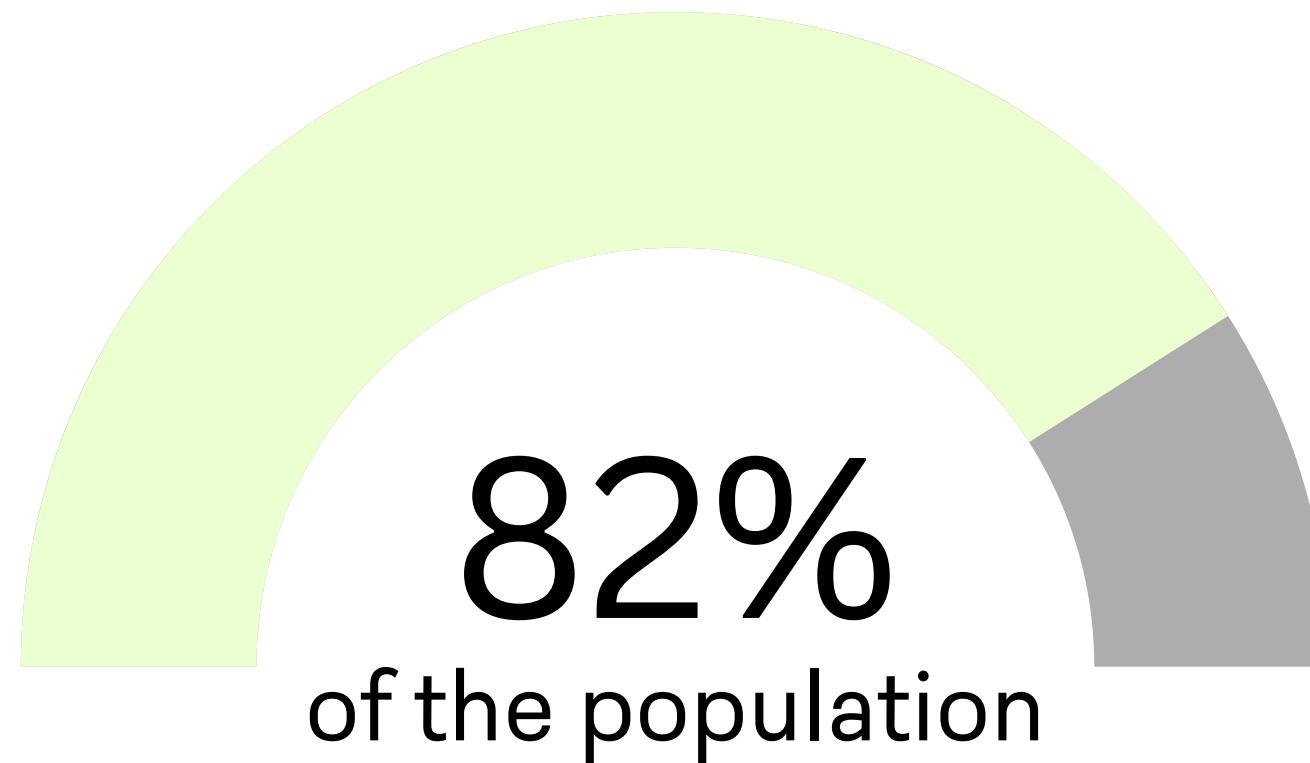
Users also spend time researching products and brands which would lend itself towards creating content around your brand story or product explainers

Localised in Austrian German if possible; however, if your business wants to address the entire DACH market then Standard High German is also acceptable



SOCIAL MEDIA USAGE








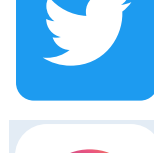

7.34 million social media users



Users spend around 1 hour 34 minutes
on social media per day

Users spend the most time on
WhatsApp, Facebook, Instagram, Messenger and TikTok

Platforms by no. of users

	7.34 million
	3.15 million
	2.90 million
	2.25 million
	2.14 million
	2.00 million
	1.74 million
	1.15 million
	1.90 million

KEY MARKETING DATES IN AUSTRIA

Here are some important dates that you can make use of when marketing in Austria, especially if you're creating a content strategy. Additionally take a look at our marketing calendar for more international dates and holidays.



6th Jan
Epiphany

1st May
Labour Day

4th May
St Florian's Day

14th May
Mother's Day

10th June
Father's Day

July to September
Salzburg Festival



24th September
St Rupert's Day

10th Oct
Plebiscite Day



26th Oct
National Day

1st Nov
All Saints' Day



15th Nov
St Leopold's Day

26th Dec
St Stephen Day

CONCLUSIONS

- The combination of a central European location, a strong economy and a high internet penetration rate makes Austria a great target for business expansion through digital channels
- Internet traffic is quite evenly split between mobile and desktop so it is important to make sure your website is also mobile friendly
- Google remains the largest search engine; however, Bing holds almost 6% of the market share so it could also be an option for your marketing strategy such as using Microsoft Ads
- Localising your content into German is necessary; however, for extra cultural sensitivity localising for the Austrian German variety can help build trust with users
- Video content is a popular format in addition to how to guides, product explainers and messages of your brand story
- When analysing your site traffic consider that 54% of users are declining cookies.
- If you're considering PPC or other online advertising, be aware that a digital advertising tax of 5% exists in Austria. This only applies to companies earning 750 million euros in annual global revenue, of which at least 25 million euros derives from online advertising in Austria



ADDITIONAL RESOURCES

- <https://www.timeanddate.com/holidays/austria/2023>
- <https://www.officeholidays.com/countries/austria/2023>
- <https://www.iexplore.com/articles/travel-guides/europe/austria/festivals-and-events>



THANK YOU FOR READING



Want to further discuss digital marketing in Austria, or would like some help with internationalising your business?

Get in touch with us today!



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