

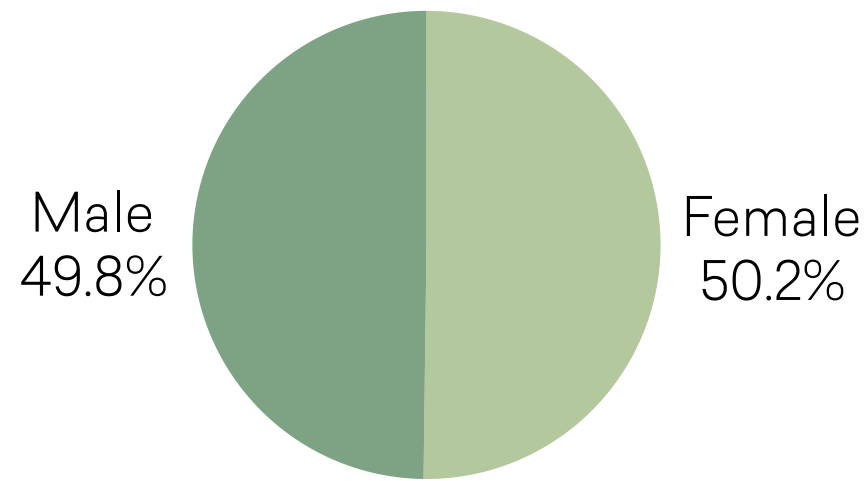
# Digital Marketing in Denmark

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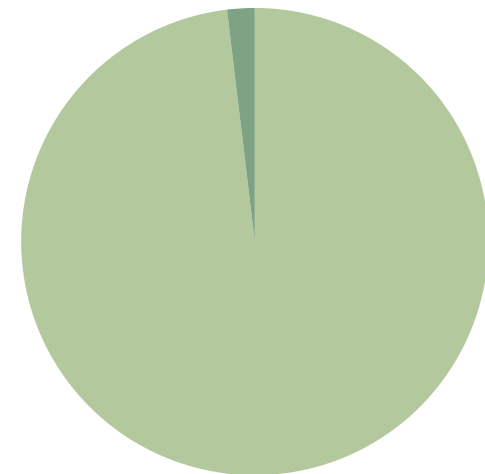
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# INTRODUCTION TO DENMARK

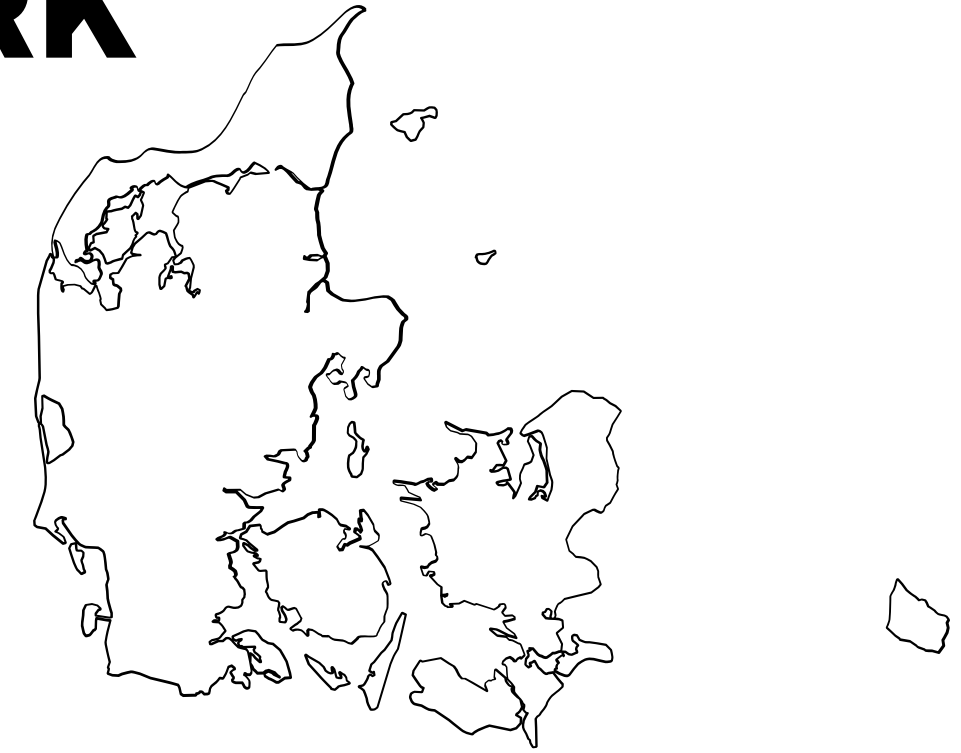


Non Internet Users  
1.9%



Internet Users  
98.1%

- The population is 5.90 million (January 2023)
- The median age is 41.3
- Denmark ranks 115th in the world for population
- Denmark is a high-income, modern society with state-of-the-art infrastructure. Their economy also offers labour market flexibility and encourages foreign investment





# REASONS YOU SHOULD CONSIDER MARKETING IN DENMARK

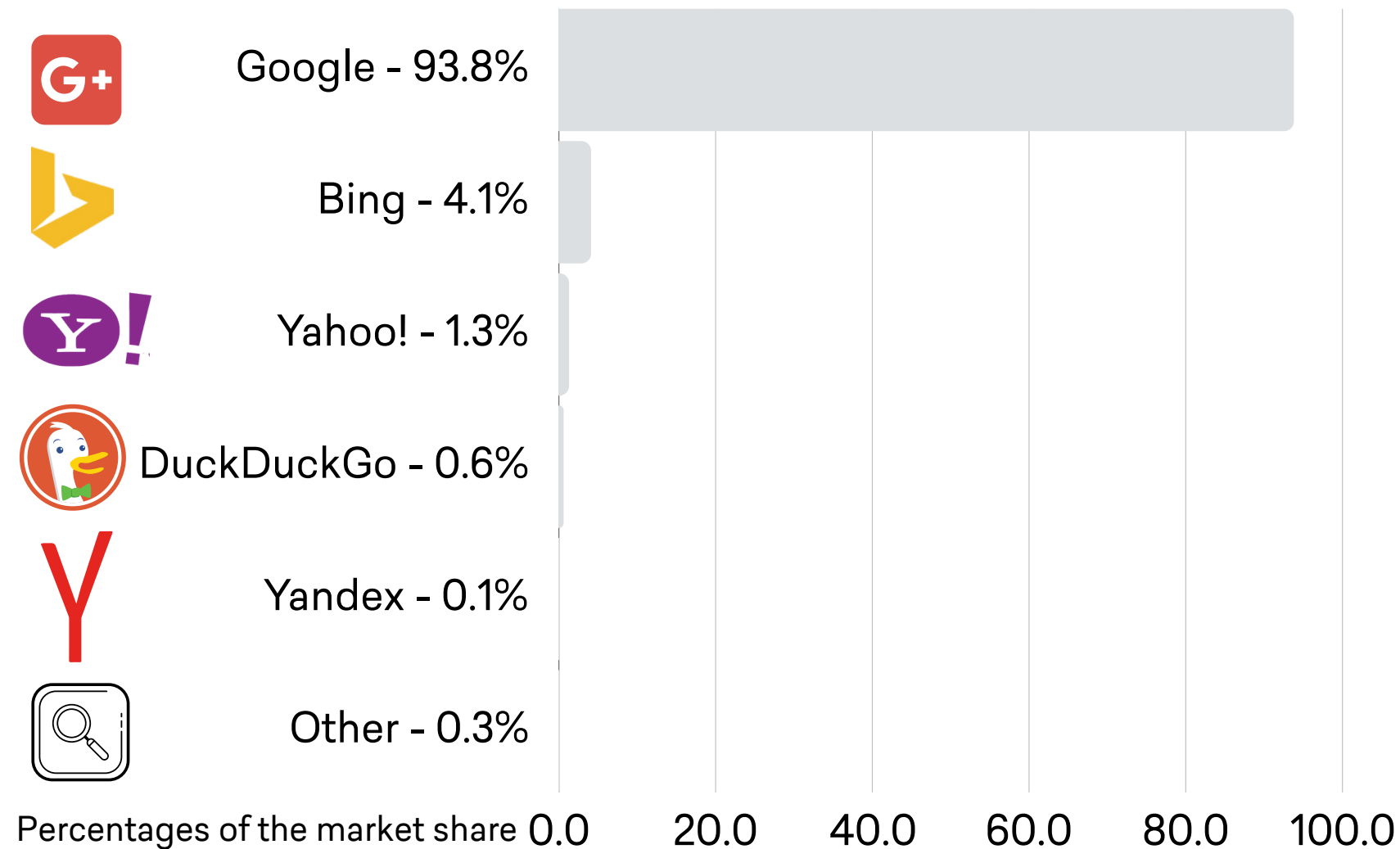
- ☑ It's a great distribution point for the Scandinavian, Northern European and Baltic markets thanks to its central location
- ☑ The economic environment of the country encourages foreign trade and investment
- ☑ The high internet penetration rate makes Denmark a good target as you have access to a large customer base through digital channels
- ☑ Denmark is a consumer-focused society thanks to the high purchasing power and good quality of life (high GDP). This means that there is interest and opportunity in the marketing of products and services

# INTERNET USER BREAKDOWN



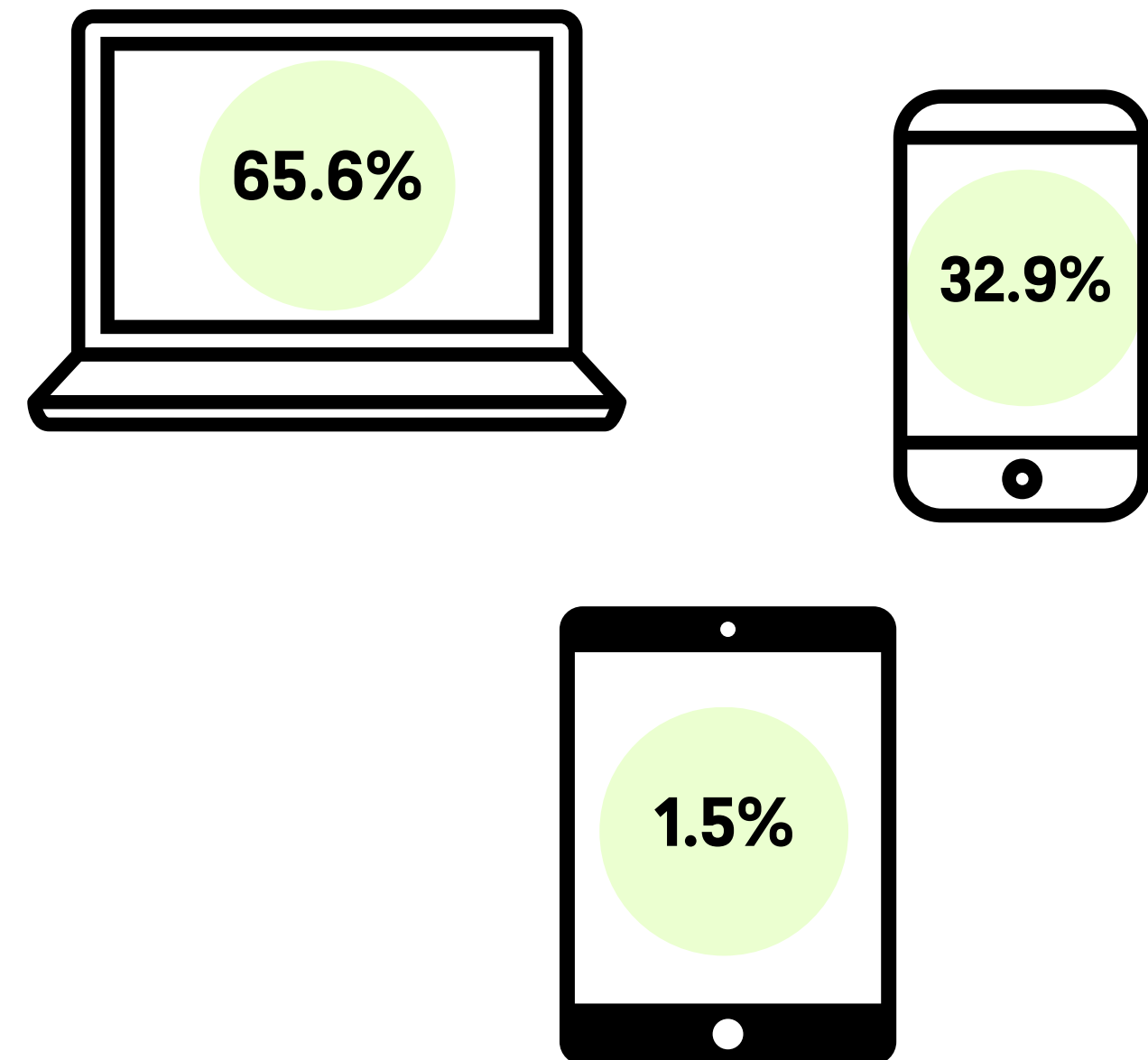
5.78 million internet users (January 2023)

Search Engines:



Serps Invaders

# DEVICE SHARE



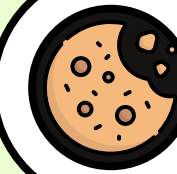
# TYPICAL DANISH USER

Spends 4 hours and 58 minutes online everyday

...researching how to do things and watching online videos.

Spend their time online finding information, keeping up to date with news...

The most-purchased products online are fashion, electronics and media, games and toys, food and furniture.



50% of Danish users decline cookies



36% worry about how companies use their data



33% express concern about fake information online



61% say they are influenced by recommendations on social networks



44% are influenced by influencer marketing / product placement

# POPULAR TYPES OF CONTENT

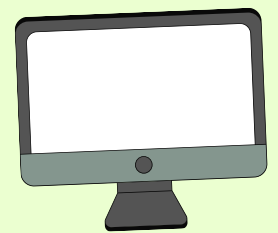
The largest mediums of paid advertising in Denmark are internet display and paid search



Danish users appreciate content that tells a story and is not overly promotional

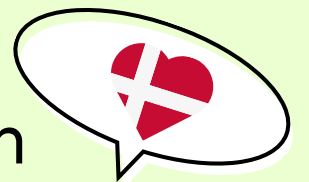
- A good rule to follow is the 80/20 rule, which is 80% general content and 20% promotional material, so your strategy is well balanced

Content formats that suit searcher intent are how to guides, news updates and videos



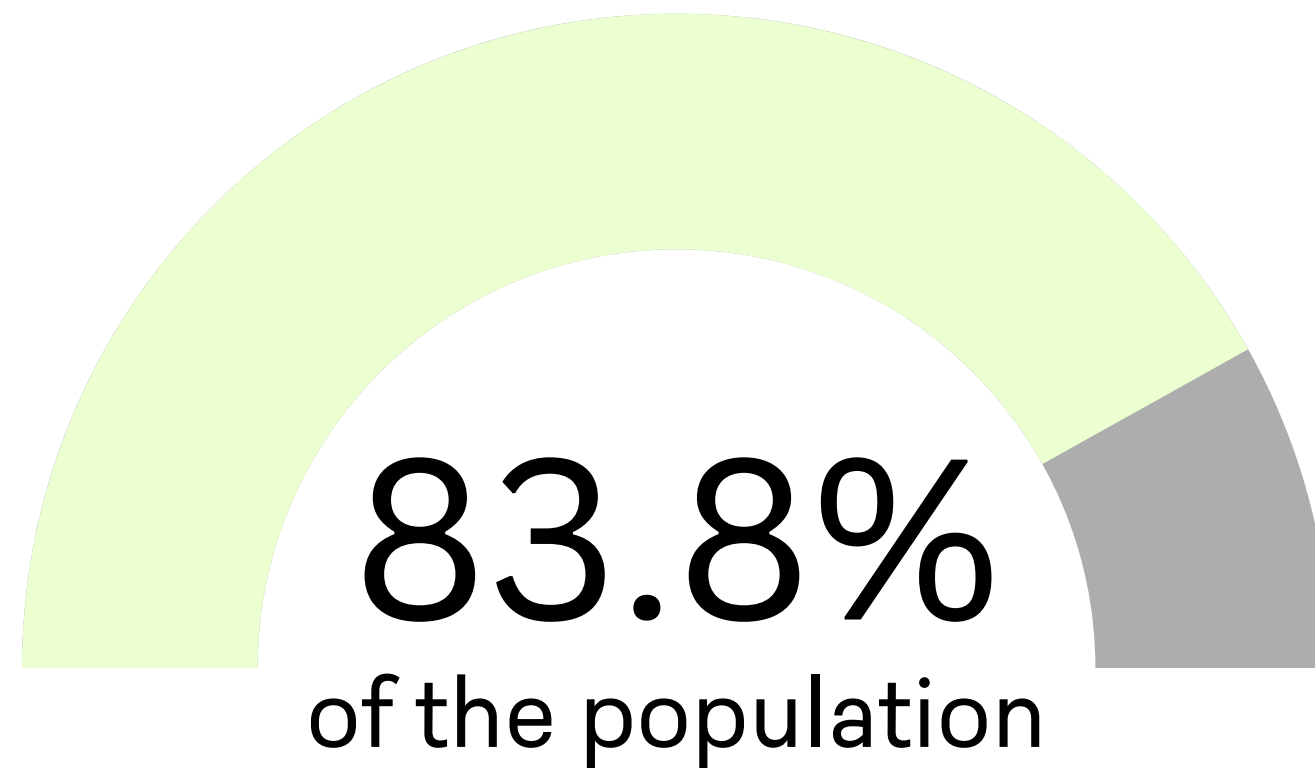
A high volume of searchers are using desktop for search. The queries from desktop tend to be more navigational and users are spending longer on pages. This lends itself more towards long form pieces of content

While 86% of Danes speak English as a second language, content that is localised in Danish performs better and connects more with users



# SOCIAL MEDIA USAGE

4.94 million social media users



On average, users spend 1 hour 47 minutes on social media everyday

**The 5 social media platforms that users spend the most time on are:**  
Facebook, Messenger, Instagram, Snapchat and LinkedIn.

## Number of Users



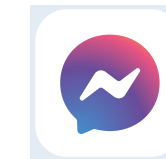
4.94 million



3.50 million



3.10 million



3.05 million



2.65 million



2.60 million



1.35 million



1.07 million



940.1 thousand

# KEY MARKETING DATES IN DENMARK

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

**23rd Mar**

Nordic Day

**6th Apr**

Maundy Thursday

**7th - 11th Apr**

Easter

**16th Apr** 

Queen's Birthday

**1st May**

Labour Day

**5th May**

Great Prayer Day

**9th May**

Europe Day 



**14th May**

Mother's Day

**5th Jun**

Father's Day

**15th Jun**

Valdemar's Day 

**23rd Jun**

Midsummer Eve

**31st Oct**

Halloween



**10th Nov**  
Martinmas Eve



**26th Dec**

2nd Christmas Day

# CONCLUSIONS

- The central location with Scandinavia and Northern Europe, the strong economy, consumer focused society and encouragement of foreign trade makes Denmark a great target for business expansion.
- The high internet penetration rate also provides a great opportunity to market to a large volume of customers through digital channels.
- In terms of content, Danish users prefer content that isn't overly promotional but instead tells a story.
- The high volume of desktop traffic lends itself towards longer form content and in the format of articles and how to guides as a result of their activity online.
- When creating a PPC strategy, consider the fact that the largest mediums of advertising are paid search and also display campaigns.
- A large percentage of users have said they are heavily influenced by social media and influencer marketing recommendations, so organic and paid social media strategies can be a good way of connecting with and converting users.
- When analysing the traffic data for your site, you need to be aware that 50% of users decline cookies.
- Whilst most Danes speak English as a second language, this shouldn't be assumed. Transcreating your content will help you to compete with local businesses, connect and communicate authentic stories with users



# ADDITIONAL RESOURCES



- <https://www.timeanddate.com/holidays/denmark/>
- <https://www.norden.org/en/info-norden/public-holidays-denmark>
- <https://www.nordictrans.com/blog/danish-translation-important-for-your-localization/>
- <https://www.linkedin.com/pulse/20140530200016-1769665-danish-content-marketing-better-than-we-think-it-is/>
- <https://integratedb2b.cylindr.com/content-marketing-just-look-to-danish-companies-for-how-to-do-it/#.Y-zzwezP1hE>

# THANK YOU FOR READING



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

**Get in touch with us today!**



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