Digital Marketing in France

Serps Invaders

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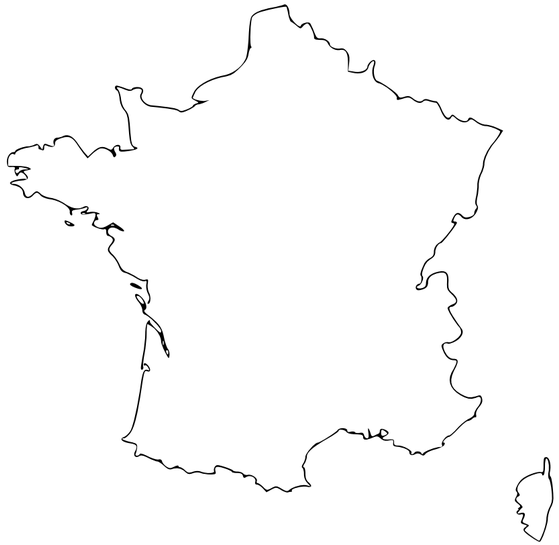
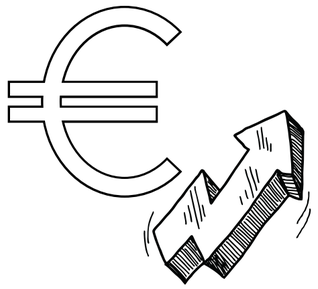
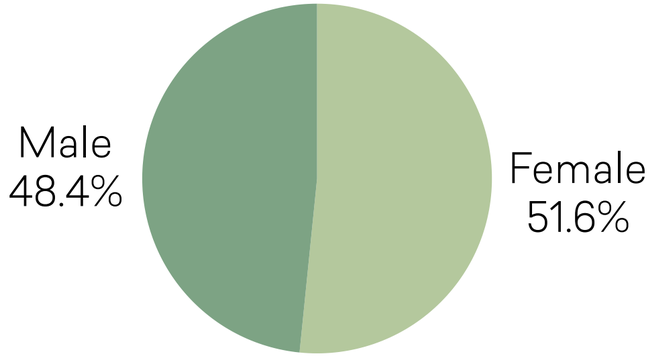
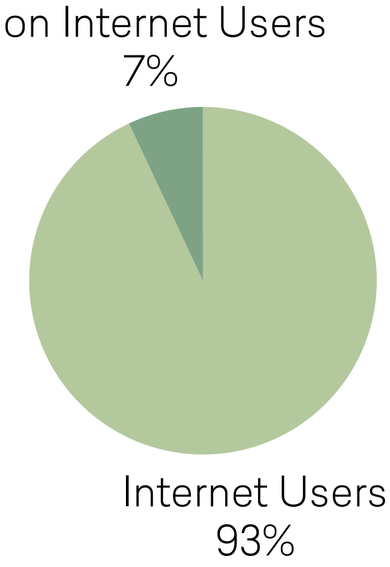


INTRODUCTION TO FRANCE

- Total Population as of January 2022 - 65.51 million
- Median age - 42.7
- France currently ranks 23rd in the world in terms of population
- In January 2022, there were 60.92 million internet users, which is an internet penetration rate of 93%
- France is currently the 3rd largest economy in Europe, and the 7th largest in the world







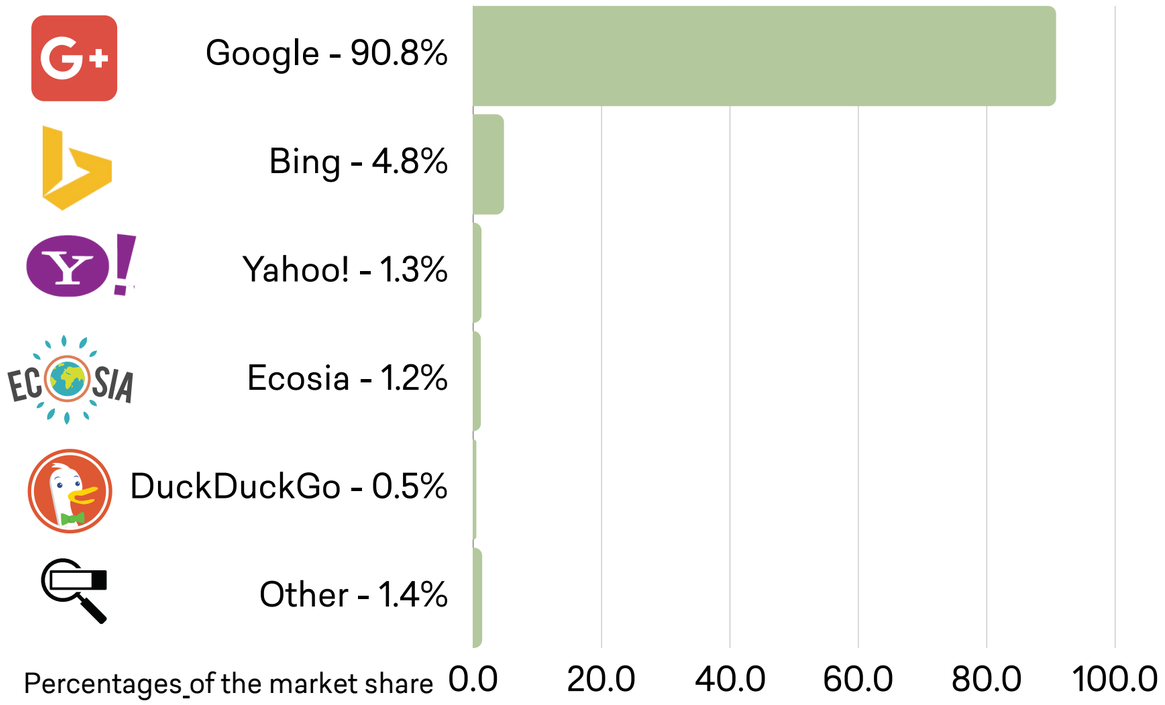
REASONS YOU SHOULD CONSIDER MARKETING IN FRANCE

- High number of internet users and a high internet penetration rate means that you can get a lot of reach through digital channels
- A strong and stable economy, with a large consumer population, which means many potential new customers for your business
- France has well developed transportation infrastructure such as the 2nd largest rail network in Europe and 18 major international airports. So, it is well connected for shipping products
- Proximity to the UK, making it an easy choice if you're a UK business thinking about internationalisation

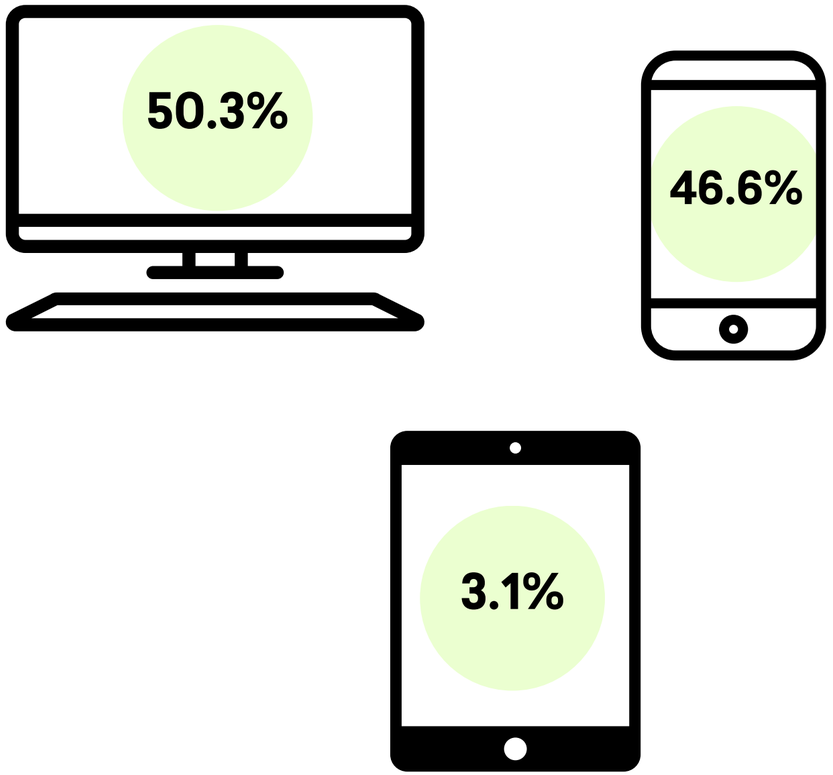
INTERNET USER BREAKDOWN

60.92 million internet users

Search Engines:



DEVICE SHARE



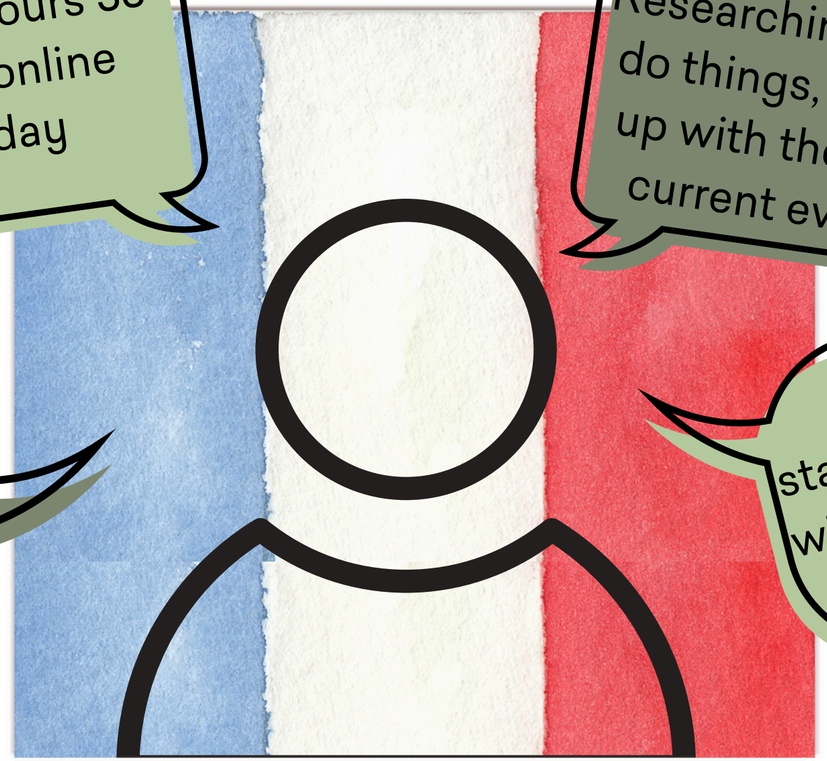
TYPICAL FRENCH USER

Spends 5 hours 35 minutes online everyday

Researching how to do things, keeping up with the news/ current events...

1 hour 46 minutes of this is on social media

...and also staying in touch with friends and family



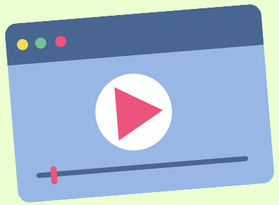
They typically use the internet for finding information such as researching places and travel

45% decline the use of cookies

55% have concerns about fake information online

36% use ad blocking tools

POPULAR TYPES OF CONTENT



Video content is incredibly popular and 77.6% of internet users watch some kind of video content each week

- Therefore, when creating content, always consider if you can include video alongside or instead of purely written copy

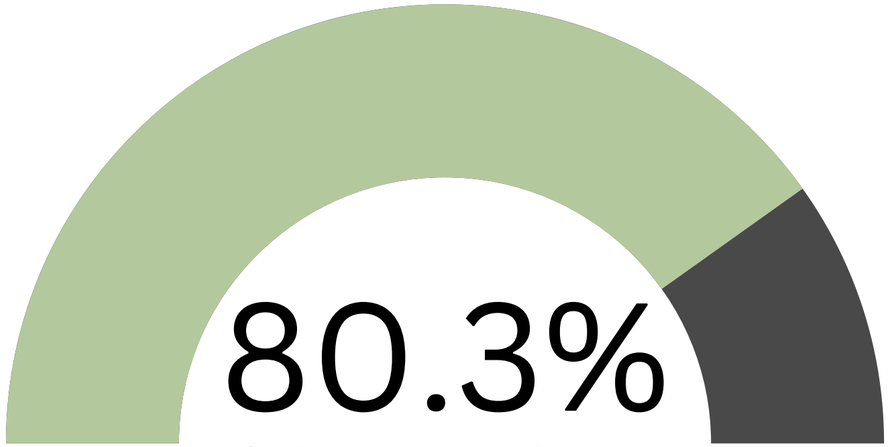
Localise your content in French - especially your ad copy

- The Loi Toubon mandates that French need to be used in all advertising

Other types of content that are particularly appealing for French consumers are buyer's guides, look books and interactive content

Considering the fairly high percentage that have concerns about fake information, it would be recommended to include sources and statistics when creating informational content

SOCIAL MEDIA USAGE



52.6 million social media users

The most used platforms on a monthly basis are Youtube, Facebook, Instagram, Snapchat and LinkedIn

- 52.6 million
- 31.35 million
- 26.55 million
- 24.20 million
- 23 million
- 21.46 million
- 11 million
- 10 million
- 1.01 million

KEY MARKETING DATES IN FRANCE

Here are some important dates that you can make use of when marketing in France, especially if you're creating a content strategy. You can also check out our marketing calendar for more international dates and holidays.

Epiphany: Feast of the Kings
6th January

Labour Day and May Day
1st May

WWII Victory Day 1945
1st May

Mother's Day
Last Sunday in May

Father's Day
Third Sunday in June

Bastille Day
14th July

All Saint's Day
1st November

Armistice Day
11th November

CONCLUSIONS

- The combination of high internet penetration rate, stable economy and proximity to the UK makes France a good target for your digital marketing strategy
- Google has over 90% of the market share when it comes to search engines, so to begin with you should focus both your SEO and PPC efforts there
- 36% of French users use ad blocking tools when online, which needs to be taken into account when devising a PPC strategy
- Your ad copy also needs to be localised in French as part of regulations
- You also need to consider that 45% of users are declining cookies, which is important when looking at your site traffic
- When creating a content strategy for digital marketing in France, make sure to include video, as it is a particularly popular form of content
- Other popular types of content are buyer guides, look books and interactive content

ADDITIONAL RESOURCES

- https://thegoodlifefrance.com/public-holidays-and-national-celebrations-in-france/
- https://www.expatica.com/fr/lifestyle/holidays/french-public-holidays-103612/
- https://www.statista.com/forecasts/1146665/whatsapp-users-in-france

THANK YOU FOR READING

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

Get in touch with us today!

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