

Digital Marketing in Japan

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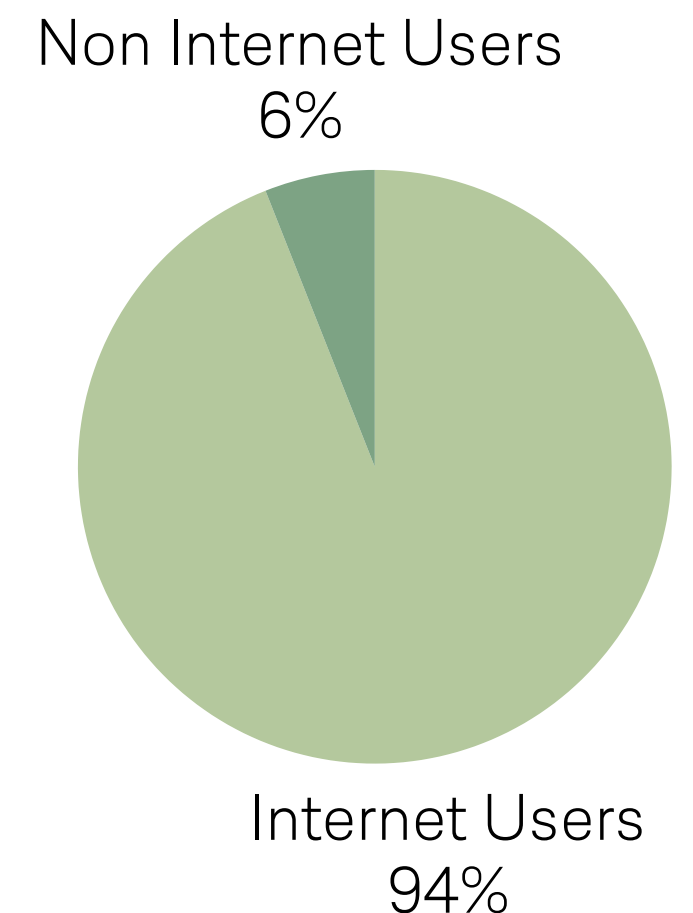
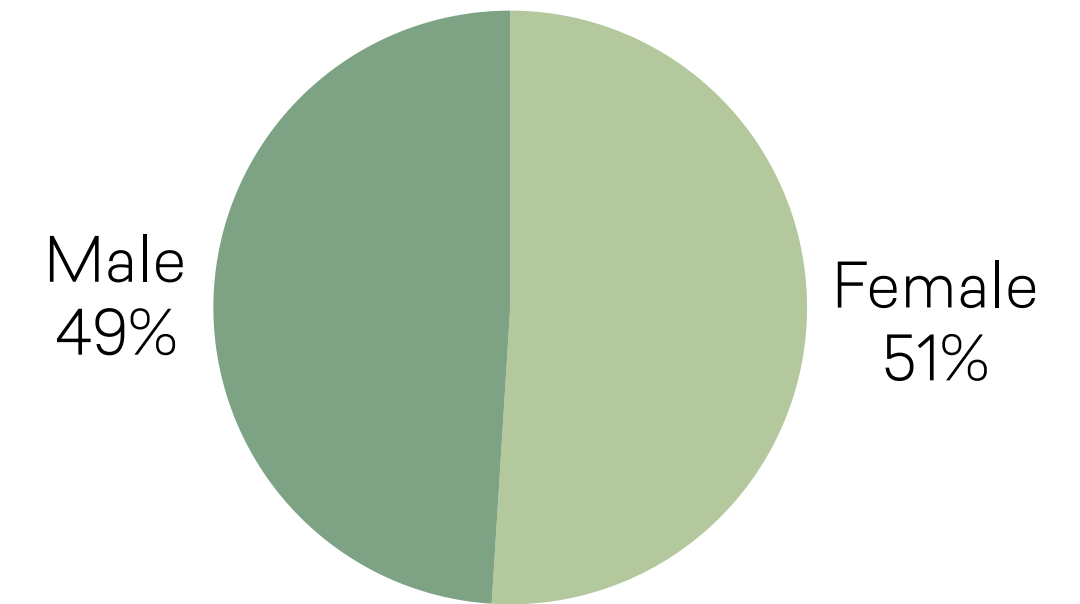
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INTRODUCTION TO JAPAN



- Population 125.8 million.
- Median population age is 49.2.
- Japan ranked in 11th in the world for populations density.
- In terms of economy, Japan is extremely strong. It has the 3rd largest economy in the world.
- As of January 2022, there were 118.3 million internet users, which is an internet penetration rate of 94%.





WHY SHOULD YOU CONSIDER MARKETING IN JAPAN?



Extremely high internet penetration rate, so you can reach the majority of the population through digital channels



Large and strong economy



Their market is characterised by consumers with high levels of disposable income which is good for B2C business



The country has a highly developed infrastructure, which is ideal for the transportation / distribution of products and services

INTERNET USER BREAKDOWN



Search Engines:



Google - 75.6%



Yahoo! - 18.9%



Bing - 5.1%



DuckDuckGo - 0.2%



Baidu - 0.1%

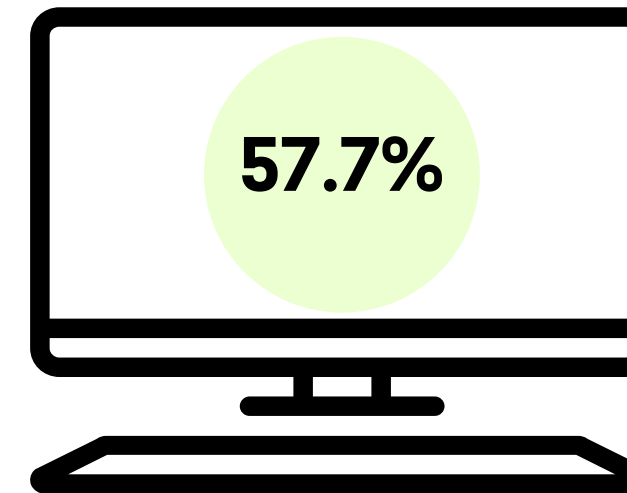


Other - 0.1%

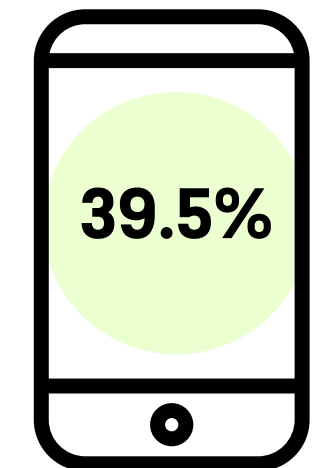
Percentages_of the market share 0.0 20.0 40.0 60.0 80.0

Serps Invaders

DEVICE BREAKDOWN



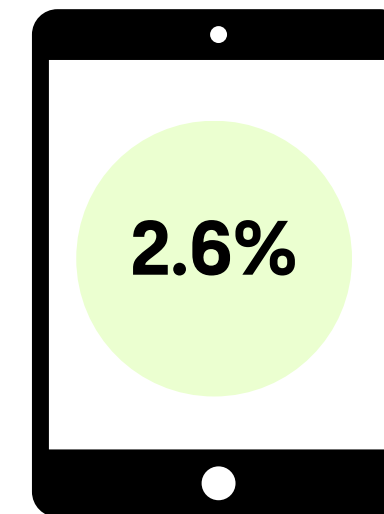
57.7%



39.5%

Other

0.2%



2.6%

TYPICAL JAPANESE USER

Spends around
4 hours 26 mins
online per day

Listens to music
streaming services

Spends 51 mins of
online time on
social media

Follows
the news and
Uses gaming
consoles

As a consumer:
Reputation / quality of a brand is more
important than price, like luxury goods

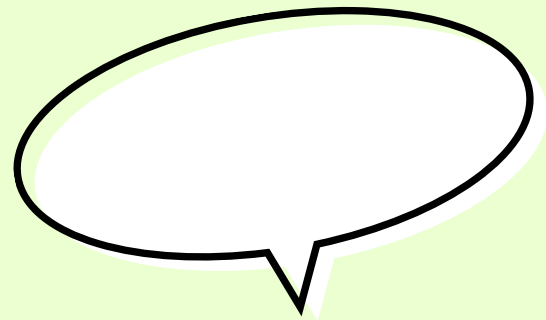
55% have concerns about knowing
what is real and what is fake on the
internet

30% worry about how companies
are using their data

20% decline cookies on websites

20% use ad blocking tools

POPULAR TYPES OF CONTENT

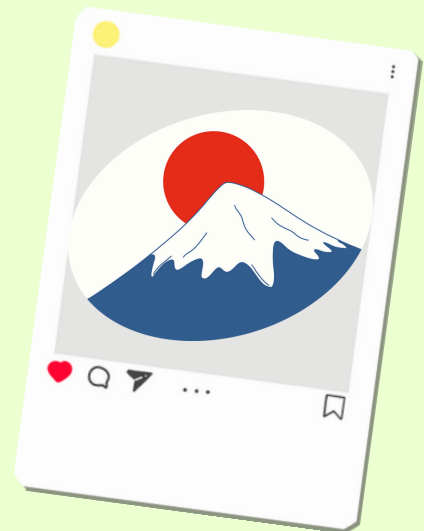


Reviews, testimonials or case studies

Reputation, trust and quality are very important to Japanese consumers, so you want to develop a content strategy that shows that you have a good reputation for providing quality products / services or keeping customers happy

Video content

73.1% of users are watching video content each week online

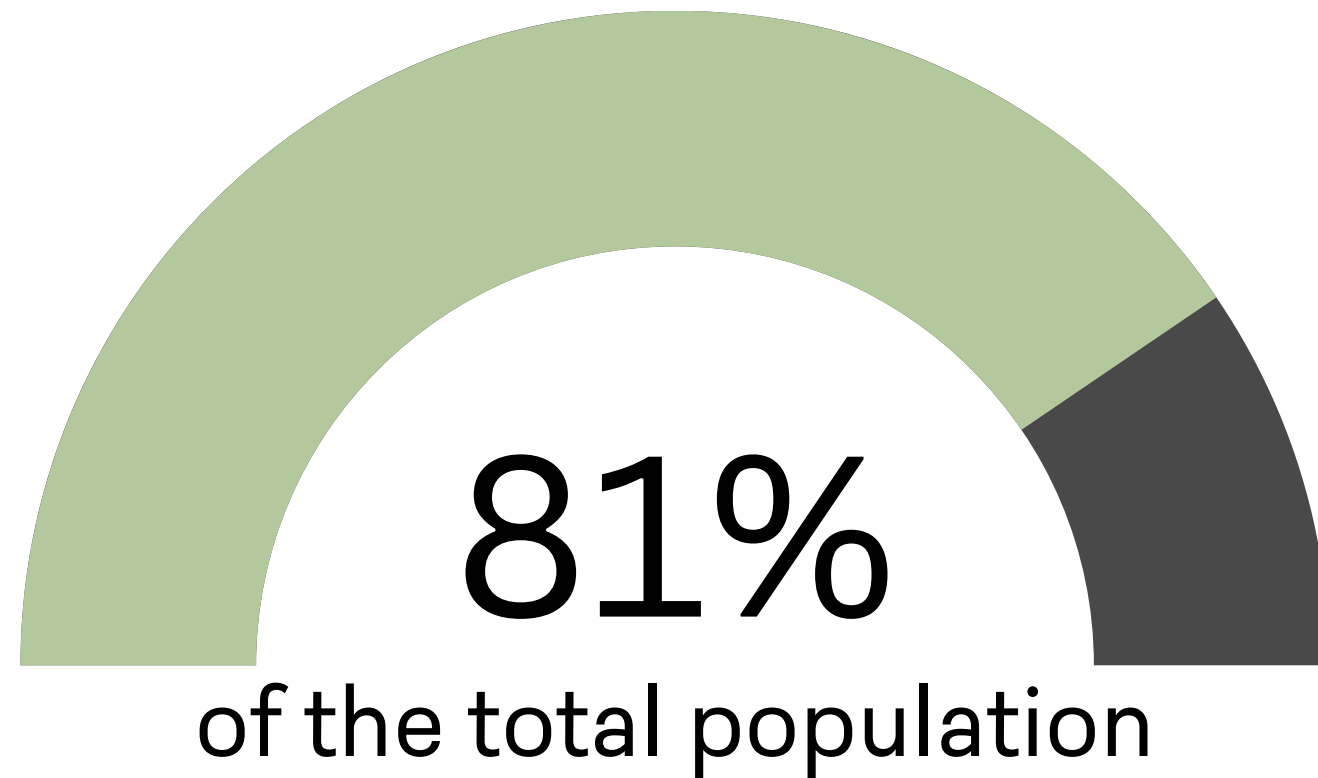


Localised in Japanese

This is a legal requirement - even foreign adverts need to include some Japanese so it's crucial that you work with a marketing expert who speaks the language

SOCIAL MEDIA USAGE

102 million social media users
as of January 2022



There was a 9% increase in users
between 2001 and 2022

The top 5 social media platform
are Line, Twitter, Instagram,
Facebook and iMessage

Line is a type of messaging app.
It's South Korean, but it's
especially popular in Japan



102 million



89 million



58.95 million



46.1 million



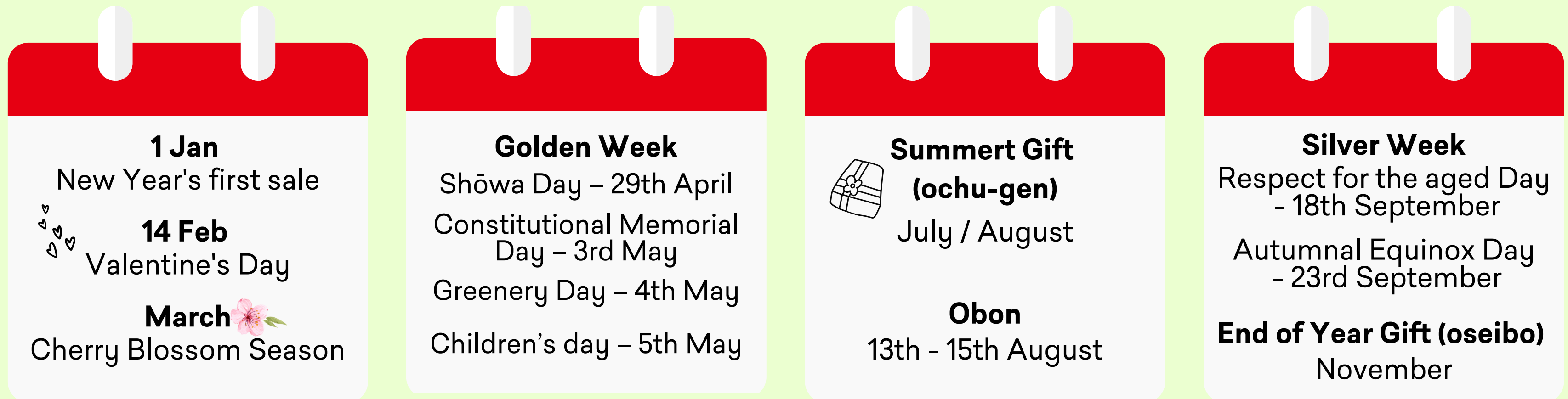
15.55 million



3 million

KEY MARKETING DATES IN JAPAN

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



CONCLUSIONS

- Japan has a high internet and social media penetration rate, which makes it a great target for digital marketing activities
- The top 2 devices for internet usage are desktop and mobile
- A typical Japanese user has concerns about fake information and privacy.
- 20% of users will decline cookies which is important to note when analysing your site traffic
- When thinking about your PPC strategy or creating ads, you need to make sure that your copy contains at least some Japanese.
- Similarly with your content, it needs to be localised as a legal requirement.
- When planning your Japanese content strategy, think about content types that will showcase your reputation and the quality of your brand e.g. case studies of clients or customer testimonials.
- The social media platforms with the highest number of users are YouTube, Line, Twitter and Instagram.
- The high number of YouTube users also shows the popularity in video content, which is another content consideration.

ADDITIONAL RESOURCES

- <https://www.trade.gov/country-commercial-guides/japan-market-overview>
- <https://www.wordbank.com/us/blog/market-insights/marketing-to-japanese-consumers/>
- <https://www.digitalmarketingforasia.com/guide-marketing-calendar-japanese-market-winter-spring/>
- <https://www.digitalmarketingforasia.com/marketing-calendar-japanese-market-summer-autumn/>



THANK YOU FOR READING



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

Get in touch with us today!



<https://www.serps-invaders.com/>

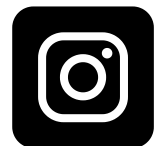


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