



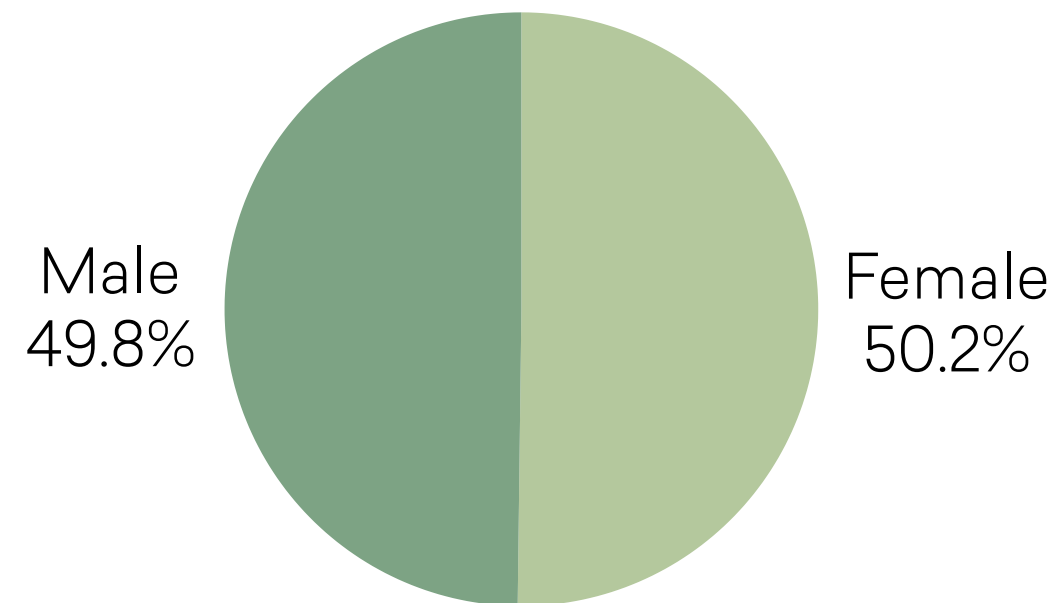
# Digital Marketing in The Netherlands

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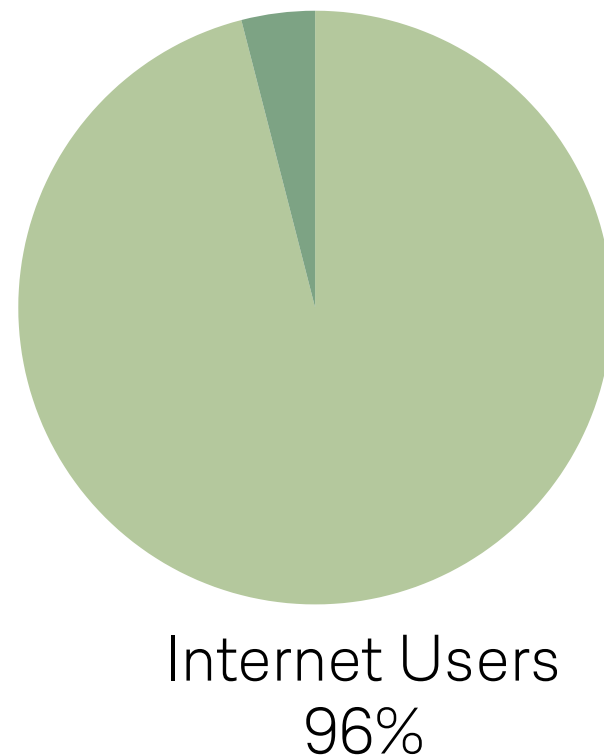
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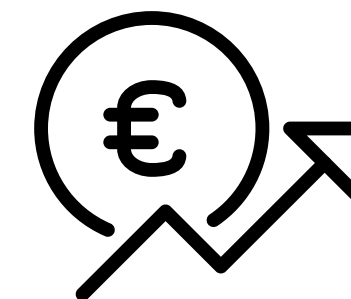
# INTRODUCTION TO THE NETHERLANDS



Non Internet Users  
4%



- Population 17.19 million.
- The median age is 43.6.
- 27th most densely populated country in the world.
- There are currently 16.5 million internet users.
- Overall, the Dutch economy is strong, and in August 2022 it was ranked as the 6th most competitive economy in the world.



# WHY SHOULD YOU CONSIDER MARKETING IN THE NETHERLANDS?



Extremely high internet penetration rate.



First-rate transportation infrastructure to stay connected and move products with ease.



Central location within Europe for future international expansion:



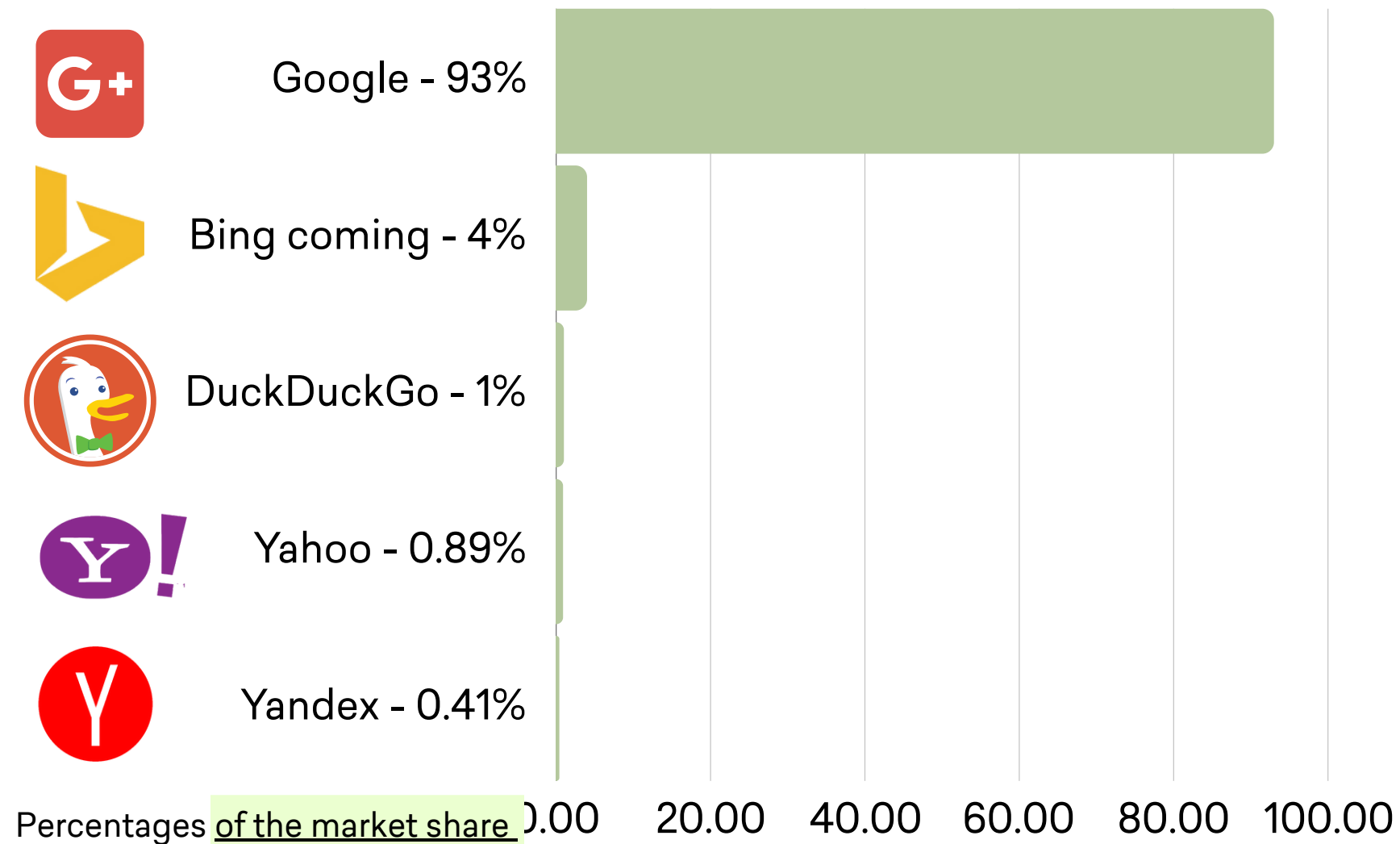
Access to 170 million consumers within 500km and 244 million consumers within 1,000km.



# INTERNET USER BREAKDOWN

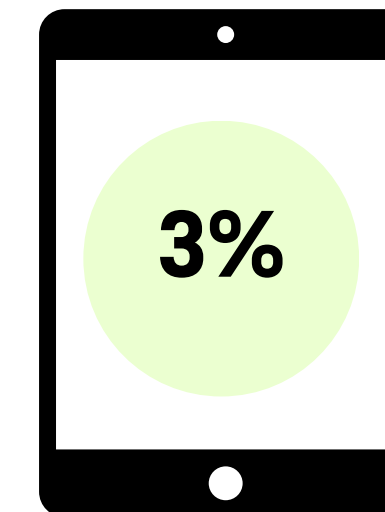
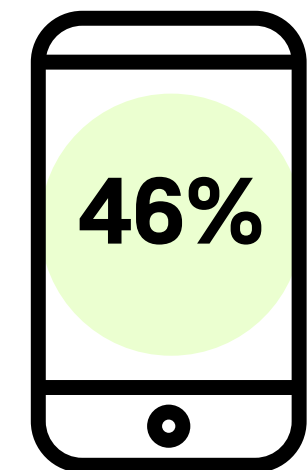
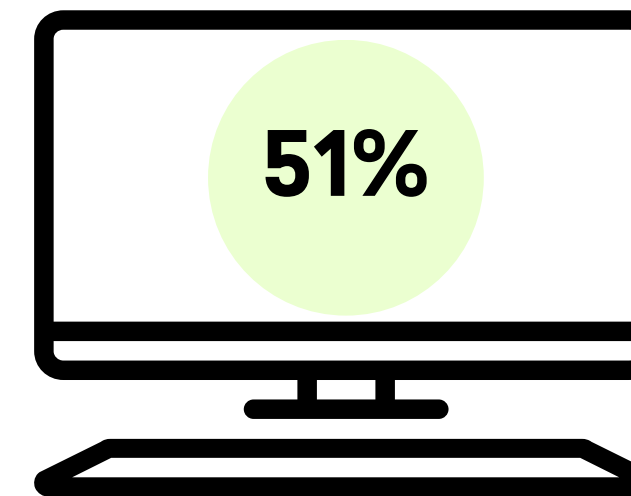


Search Engines:



Serps Invaders

# DEVICE BREAKDOWN



# TYPICAL DUTCH USER

Concerned about  
fake information  
online

Spends 1hr 30 mins  
on social media a day

Spends 5-6 hours  
online a day

Worried about  
how their online data  
is being used

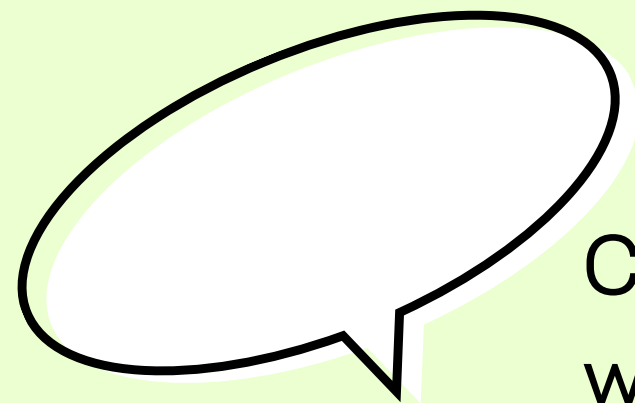
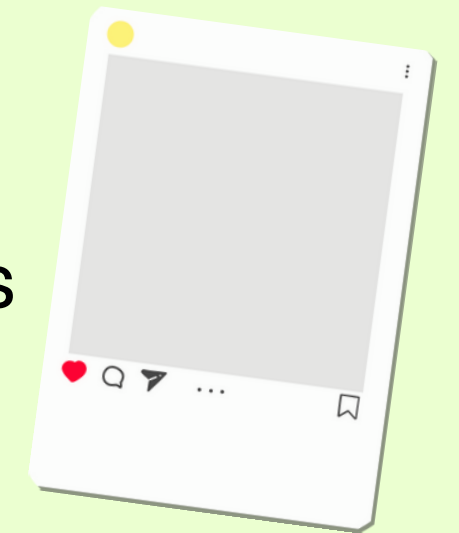
44% of users  
will decline  
the use of cookies

# POPULAR TYPES OF CONTENT



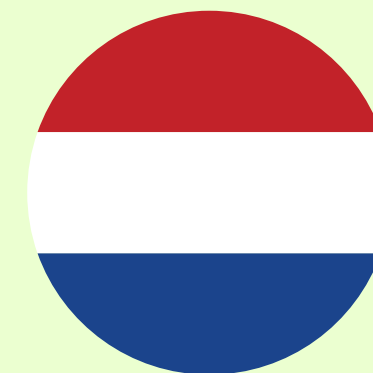
Great potential for video content  
due to the high internet speed

How to guides / explainer posts - 59.7%  
of internet users are researching how to do things



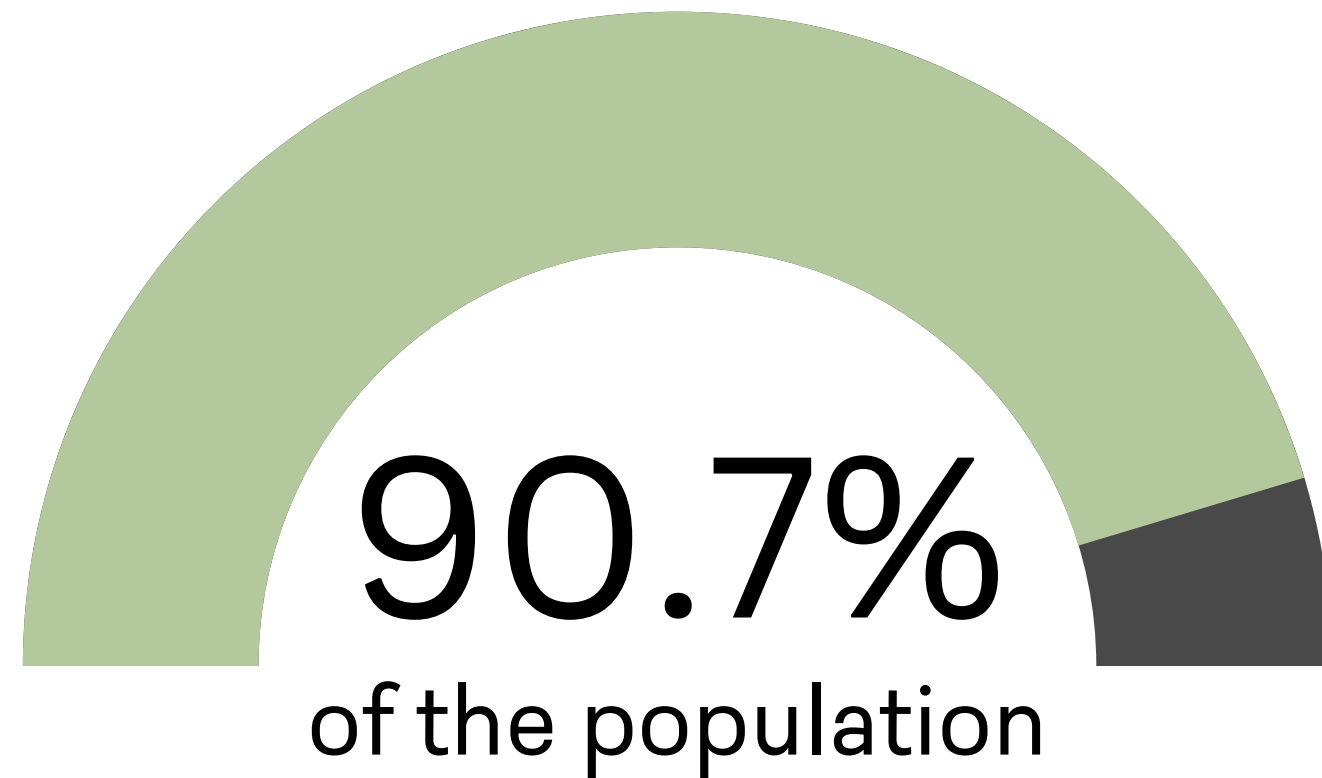
Content that gets straight to the point  
with a clear and concise TOV

Localised in Dutch



# SOCIAL MEDIA USAGE

15.6 million social media users in total



 15.6 million users

 9.7 million users

 8.5 million users

 8.5 million users

 6.1 million users

 4.8 million users

 4.2 million users



# KEY MARKETING DATES IN THE NETHERLANDS

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

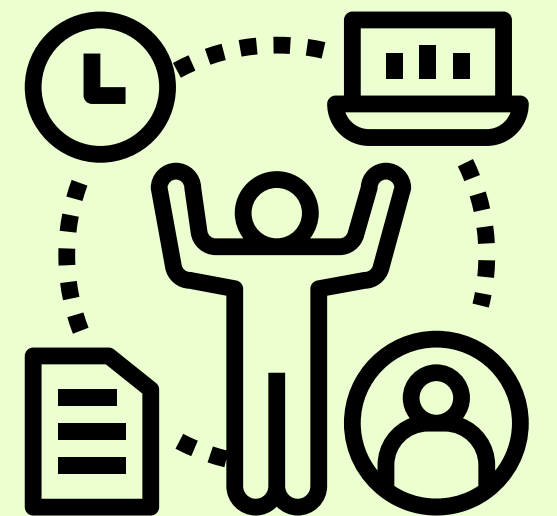


# CONCLUSIONS

- The Netherlands has a high percentage of internet users and social media users.
- The most used devices are desktop and mobile, so it is important to make sure that your site is mobile friendly.
- A typical Dutch user has concerns about privacy and how their data is used. They are likely to decline cookies which you need to keep in mind when analysing site traffic.
- Your main focus for SEO and PPC efforts should be Google, as they hold the majority of the search engine market share.
- The social media platforms with the highest number of users are YouTube, LinkedIn, Facebook, and Instagram. These platforms should be your initial focus for any social efforts
- The high number of YouTube users also shows the popularity in video content, which is a result of the high internet speed.
- For written content such as blog posts, keep a clear and concise tone of voice. Make sure your content gets straight to the point.
- There is a high proficiency in English in the Netherlands; however, most users are searching in Dutch. So, you need to localise your content.

# ADDITIONAL RESOURCES

- <https://datareportal.com/reports/digital-2022-netherlands>
- <https://www.pwc.nl/en/insights-and-publications/services-and-industries/tax/doing-business-in-the-netherlands/why-invest-in-the-Netherlands.html>
- <https://www.leap29.com/blog/6-benefits-of-expanding-your-business-to-the-netherlands>
- <https://gs.statcounter.com/platform-market-share/desktop-mobile-tablet/netherlands>
- <https://www.whello.com/marketing-tips/online-marketing-tips/how-to-build-online-marketing-strategy-for-the-netherlands/>
- <https://www.wordbank.com/us/blog/market-insights/dutch-seo/>



# THANK YOU FOR READING



Want to further discuss digital marketing in the Netherlands, or would like help with internationalisation?

**Get in touch with us today!**



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