



Digital Marketing in Canada

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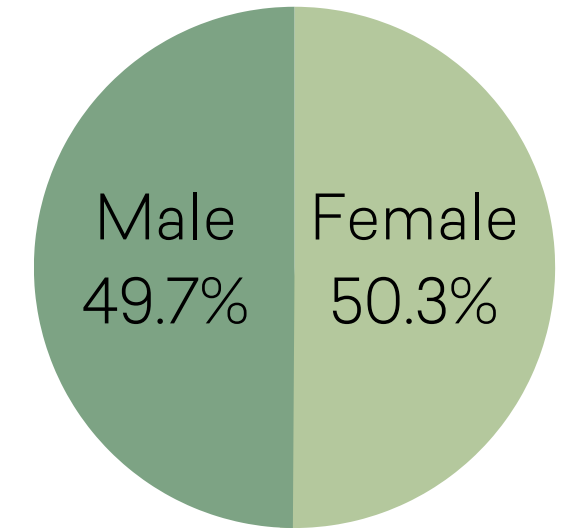
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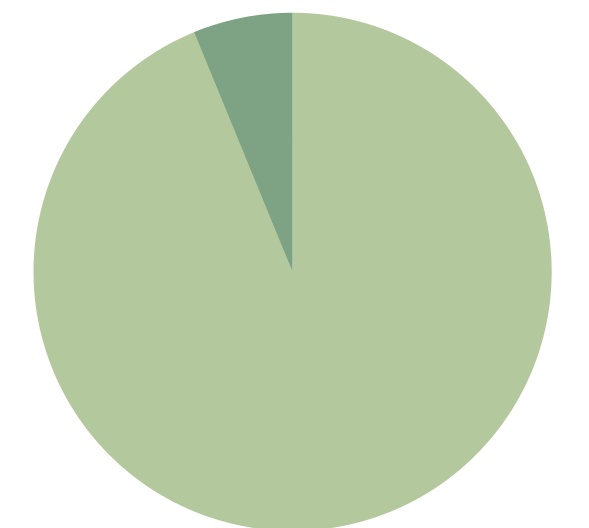


INTRODUCTION TO CANADA

- In January 2023, Canada's total population was 38.62 million
- The median age is 40.5 years
- Canada ranks 38th in the world for population
- Canada has a highly developed economy which is one of the largest in the world. In 2020, it ranked as the world's 9th largest economy
- The economy is highly dependent on international trade. Imports and exports of goods and services each making up around 1/3 of GDP
- The UK, US and China are Canada's 3 largest trading partners



Non Internet Users
6.2%



Internet Users
93.8%



REASONS YOU SHOULD CONSIDER MARKETING IN CANADA



The high internet penetration rate makes it a great target for digital strategies



A strong economy that already has great links with the UK and US, which is ideal for businesses already based there



It is very geographically accessible - it is bound by 3 oceans, the country has over 550 seaports and over 1000 airports

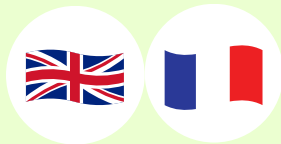


Canada has the lowest business tax burden amongst the G7 countries including low corporate tax rates

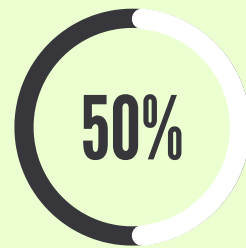


Canadians also highly regard British products and expertise, which is a great advantage for building brand trust

LANGUAGE IN CANADA



Canada has two official languages - English and French



Around 50% of the population claim English as their first and only language, so it is the most widely spoken out of the two official languages

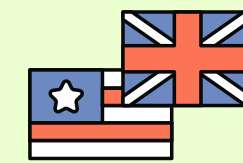


French is mainly spoken in the province of Quebec and more than 90% of French speakers live there

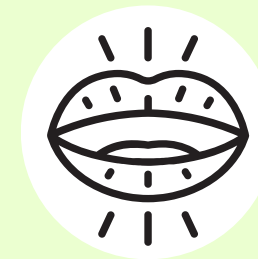
3.8 million Quebecers can only speak French, while 3.2 million can speak both



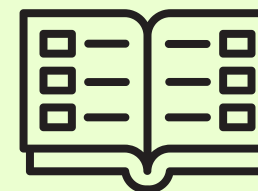
Other provinces where there are small French speaking communities are New Brunswick, Ontario and Manitoba



Canadian English is a mix of American style pronunciations intertwined with both British and American spellings plus a few unique Canadian examples



Similarly, Canadian French is a mix of French with some unique vocab, pronunciations and grammar conventions. Typically, Canadian French uses less Anglicisms compared to modern French



Language also affects advertising and product regulations in Canada, which foreign businesses need to be aware of. For example, the Charter of the French language is a law that protects the status of French which includes providing labels and catalogues in both languages, so it is important to be across all the necessary regulations

INTERNET USER BREAKDOWN



Search Engines:

At the start of 2023 there were 36.23 million internet users in Canada



Google - 90.6%



Bing - 5.9%



Yahoo! - 1.7%

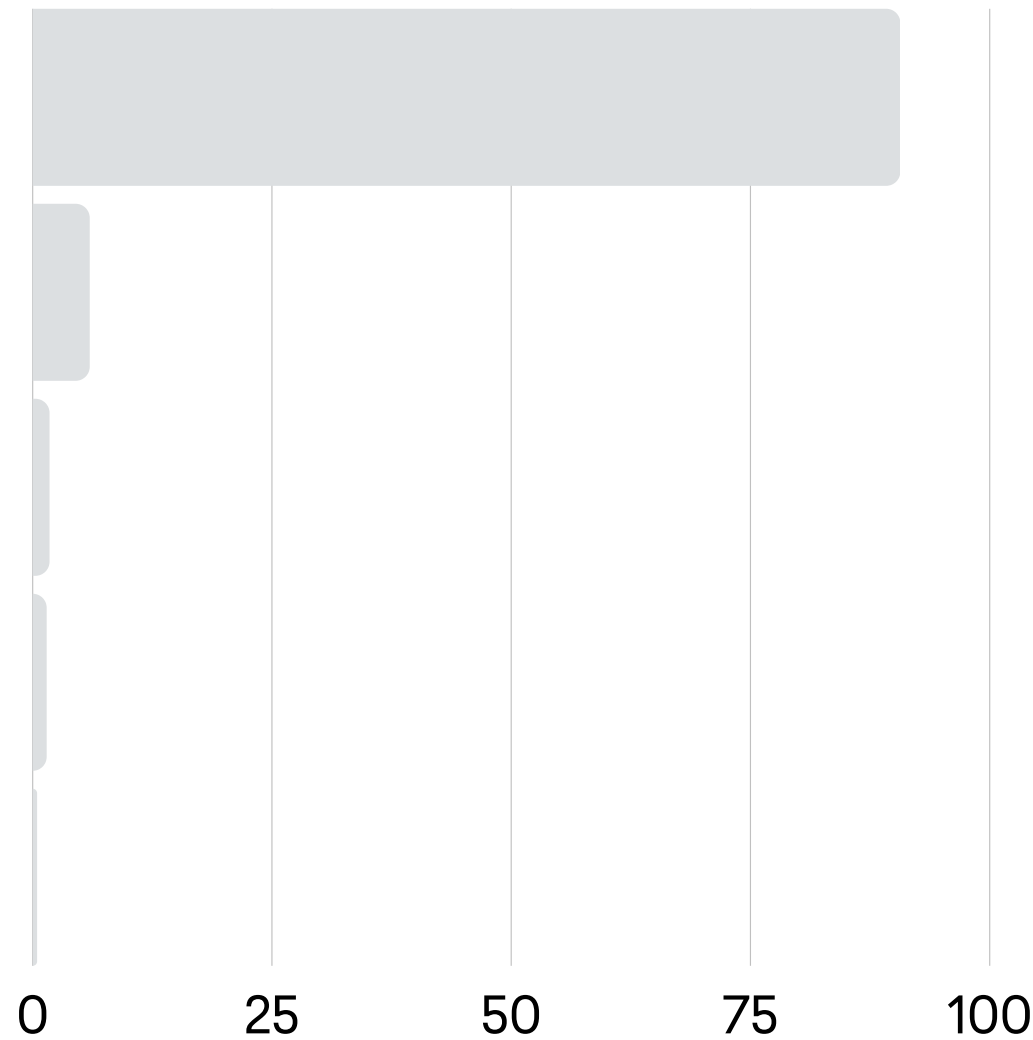


DuckDuckGo - 1.4%



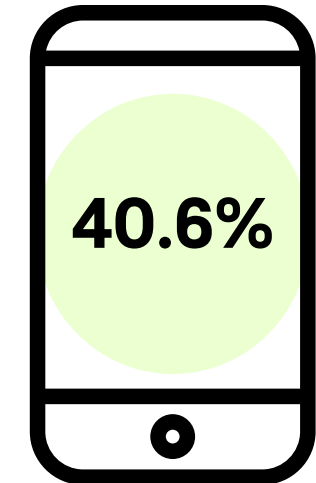
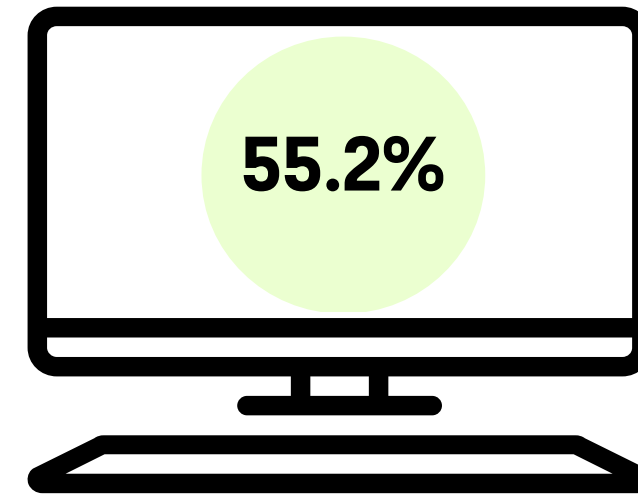
Other - 0.4%

Market Share Percentages

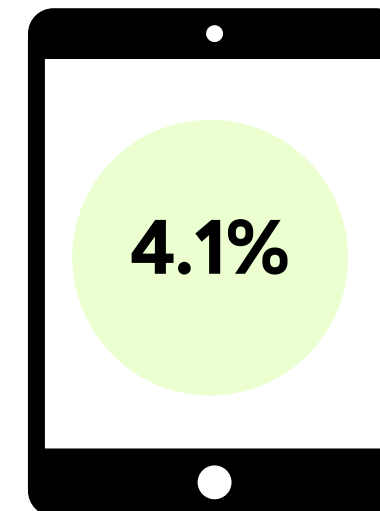
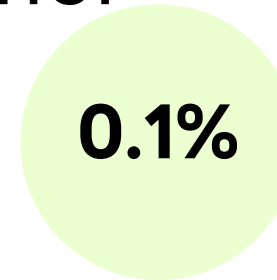


Serps Invaders

DEVICE SHARE



Other



TYPICAL CANADIAN USER

A typical user spends 6 hours 35 minutes online every day

Canadians spend time online finding information, researching how to do things ...

... staying in touch with friends and family and keeping up to date with news

84% of internet users buy goods and services online

The population has a high and diversified level of mass consumption meaning that they consume a large amount of goods and services other than for satisfaction of basic needs



42% decline cookies



41% worry about how companies use their online data

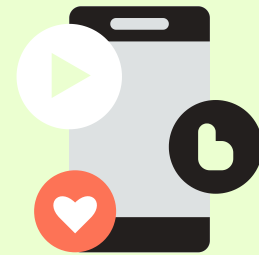


60% have concerns over fake information online

The leading products bought online are fashion, electronics and media

POPULAR TYPES OF CONTENT

In terms of advertising, social media advertising is more prominent than other online advertising. 36% of digital ads are on social media, 18% are on entertainment sites and 12% are on portals



In B2B marketing, blogging and video content are two very important elements in forming a content strategy

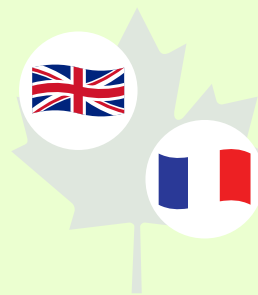


Localisation of content is extremely important especially due to language laws in the country. These can differ by province, so it is essential to know which languages are used in which areas

71% of B2B buyers read blog posts and 82% of consumer traffic comes through a brand's video content



It is recommended to localise for both Canadian English and French, abiding by the necessary laws so you reach both language groups, since the population is not all bilingual



Another key strategy is email marketing, with 81% of companies using emails to market their products or services

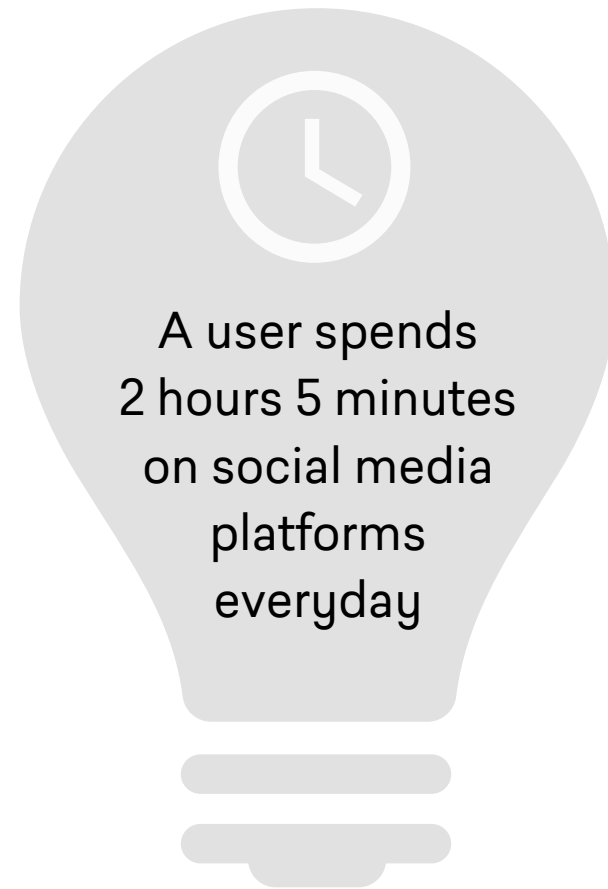


Due to the nuances in the Canadian version of both English and French it would be best to consult locals in order to make sure you're respecting the culture

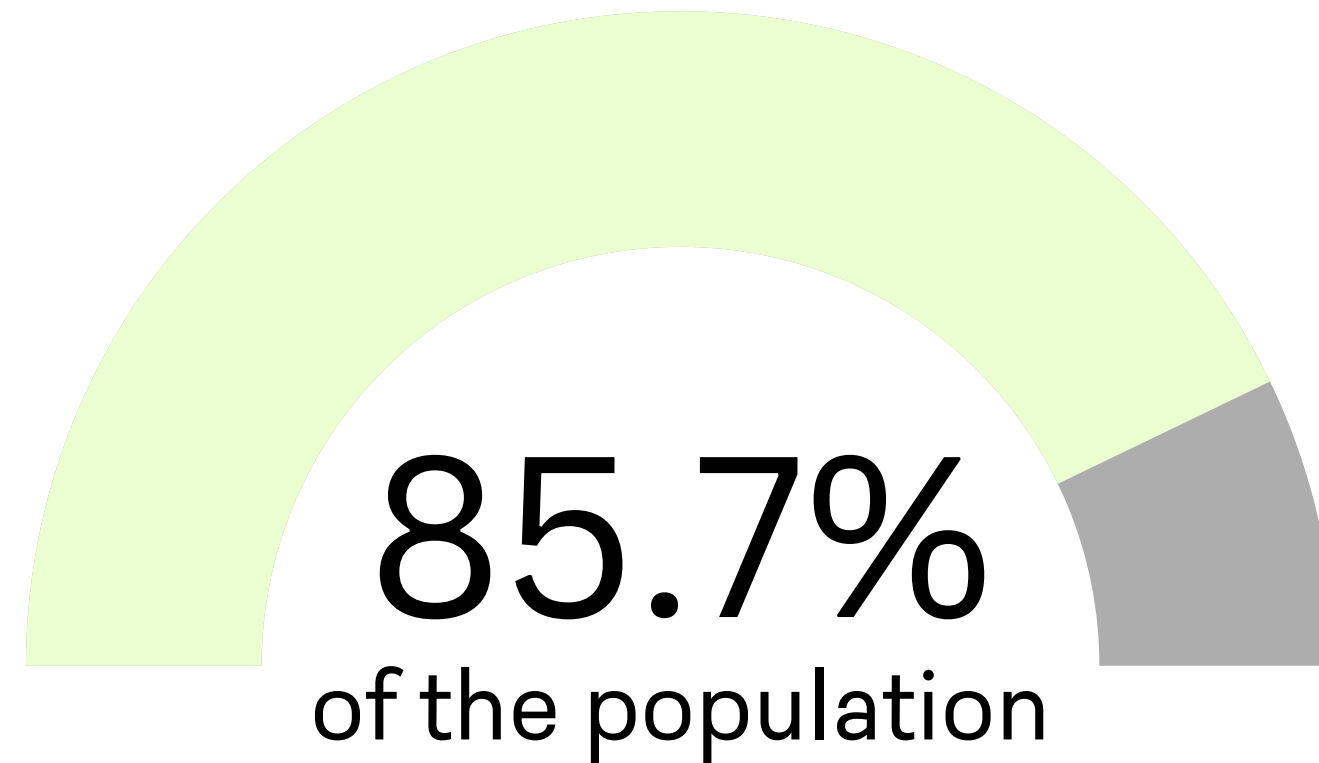
Over 50% of Canadians check their email over 15 times a day, and 24% of consumers check their email every time they pick their phone up



SOCIAL MEDIA USAGE











33.10 million social media users



The platforms that users spend the most time on are
Facebook, Messenger, Instagram, TikTok and Twitter

Platforms by no. of users

| | |
|---|---------------|
|  | 33.10 million |
|  | 21.00 million |
|  | 20.65 million |
|  | 15.90 million |
|  | 11.00 million |
|  | 10.75 million |
|  | 10.40 million |
|  | 8.44 million |

KEY MARKETING DATES IN CANADA

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



CONCLUSIONS

- Canada is a great internationalisation target for UK and US businesses thanks to the already strong relationship that exists between the two countries
- Despite having English as a shared language, businesses need to be aware that French is also an official language, especially if you're targeting certain provinces where French may be more prominent e.g. Quebec
- Localisation is incredibly important since the population is not all bilingual
- Additionally, businesses also need to be aware of the regulations and laws surrounding using both languages in advertising and on labelling
- Google remains the top search engine by quite a margin; however, it is important to note that Bing holds almost 6% of the market share which is higher than other countries
- When thinking about creating a paid advertising strategy, consider how you share your budget across multiple platforms, as social media advertising is currently the most prevalent
- Some key content types that resonate well with Canadian audiences are blogging and video content. Email marketing also works well
- When you're analysing your site traffic, be aware that 42% of users are declining cookie

ADDITIONAL RESOURCES

- <https://www.canada.ca/en/canadian-heritage/services/important-commemorative-days.html>
- <https://www.officeholidays.com/countries/canada/2023>
- https://en.wikipedia.org/wiki/Charter_of_the_French_Language



THANK YOU FOR READING



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

Get in touch with us today!



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