



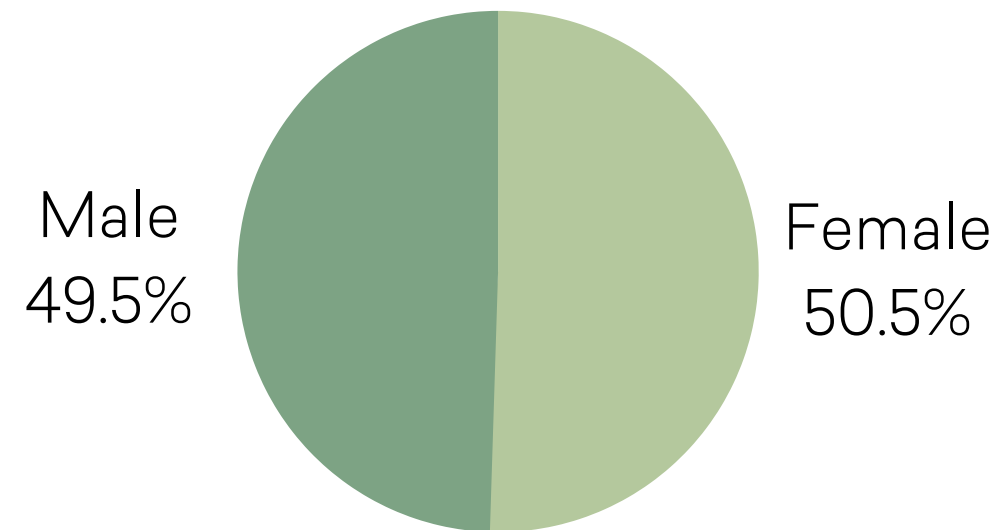
Digital Marketing in Germany

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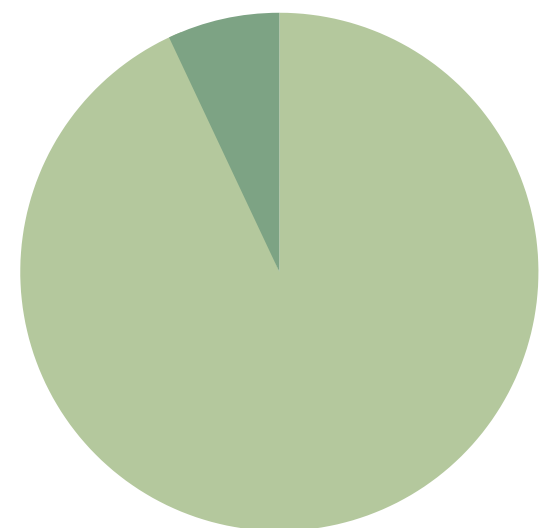
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INTRODUCTION TO GERMANY



Non Internet Users
7%



- Population - 83.89 million (Jan 22).
- The most populous European country west of Russia
- Median age - 45.9
- 4th largest economy in the world. Accounted for 25% of the EU's GDP in 2021 
- 78.02 million internet users as of January 2022, which is an internet penetration rate of 93%

REASONS YOU SHOULD CONSIDER MARKETING IN GERMANY



High internet penetration rate, which makes it easy to access the population through digital channels



A large and stable economy



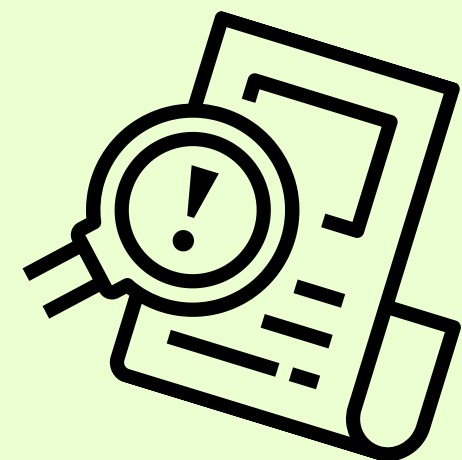
It has the largest consumer market in the EU, so there's potential to attract a large number of customers



There aren't many German solopreneur businesses to compete with



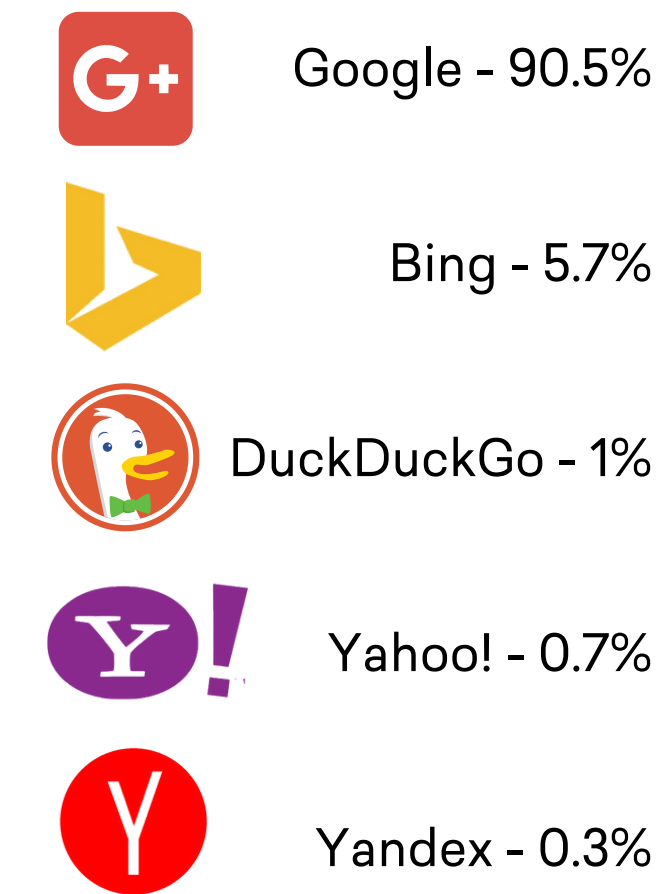
German consumers have a good level of trust towards English-speaking brands



INTERNET USER BREAKDOWN



Search Engines:

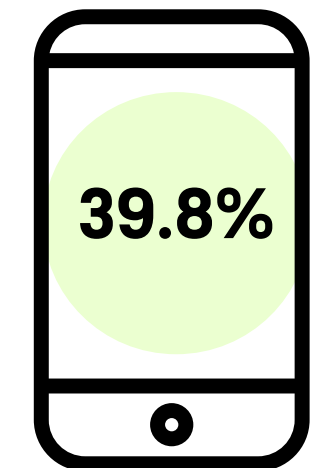
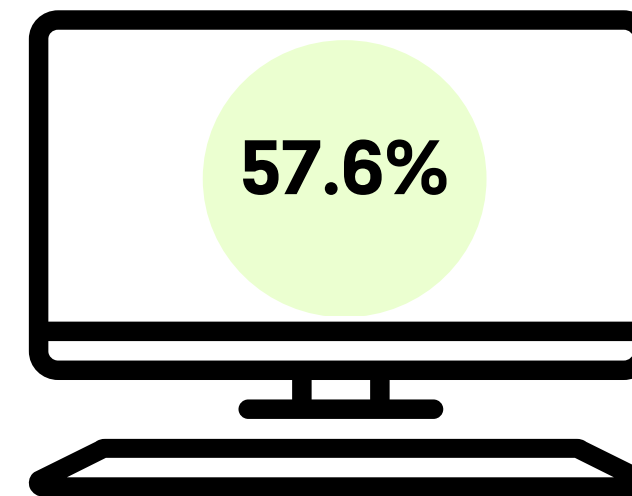


Percentages_of the market share

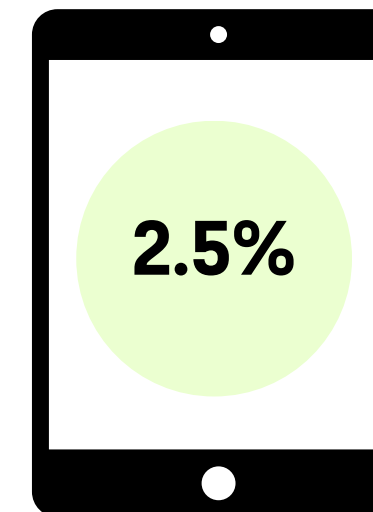
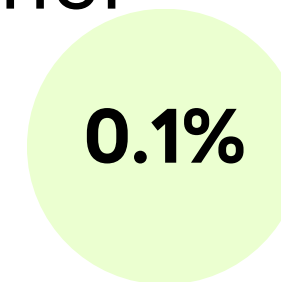
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Serps Invaders

DEVICE SHARE



Other



TYPICAL GERMAN USER

Spends on average 5 hours 22 minutes online per day

They use the internet to find information, follow current events...

Spends 1 hour 29 minutes on social media per day

...research brands and research how to do things

Other online activities include streaming television, music and playing online games



49% decline cookies



41% worry about how companies use their data



40% use ad blocking tools

POPULAR TYPES OF CONTENT

German consumers like to learn as much as possible - so how to guides, explainer posts and video tutorials are good content to consider



57% of consumers like to communicate with brands via email, therefore email newsletters and email marketing in general may be something to consider for your business

Factual content, supported by statistics



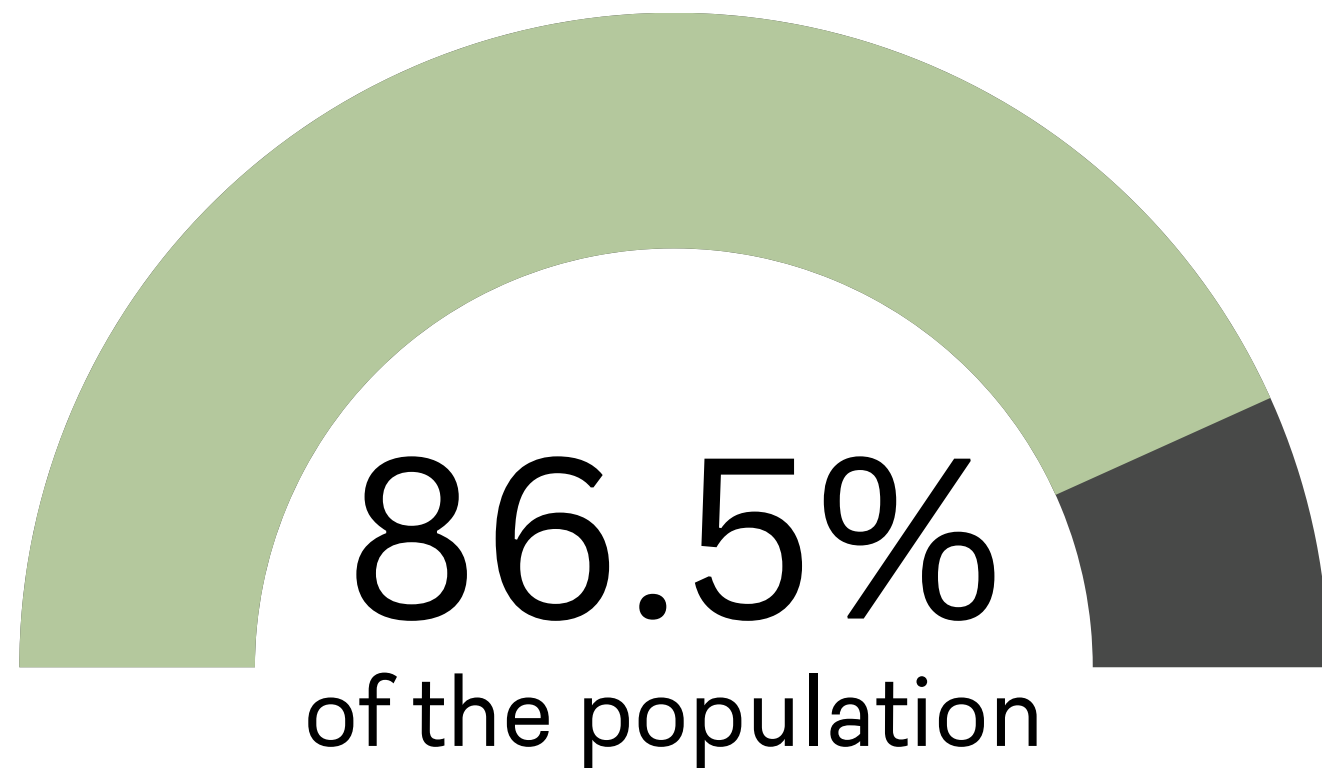
Content that highlights your brand's sustainability i.e. your brand's sustainability story, what you're doing to be sustainable - this is an important issue for German consumers

Localised in German



SOCIAL MEDIA USAGE

72.6 million social media users



Between 2001 and 2022, there was a 10% increase in social media users

Top 5 most used platforms on a monthly basis are Youtube, WhatsApp, Facebook, Instagram and Messenger

	72.6 million
	29.85 million
	48.3 million
	25.75 million
	25.5 million
	15.12 million
	13 million
	7.75 million

KEY MARKETING DATES IN GERMANY

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



Three Kings Day
 6th January

Carnival 
1st March



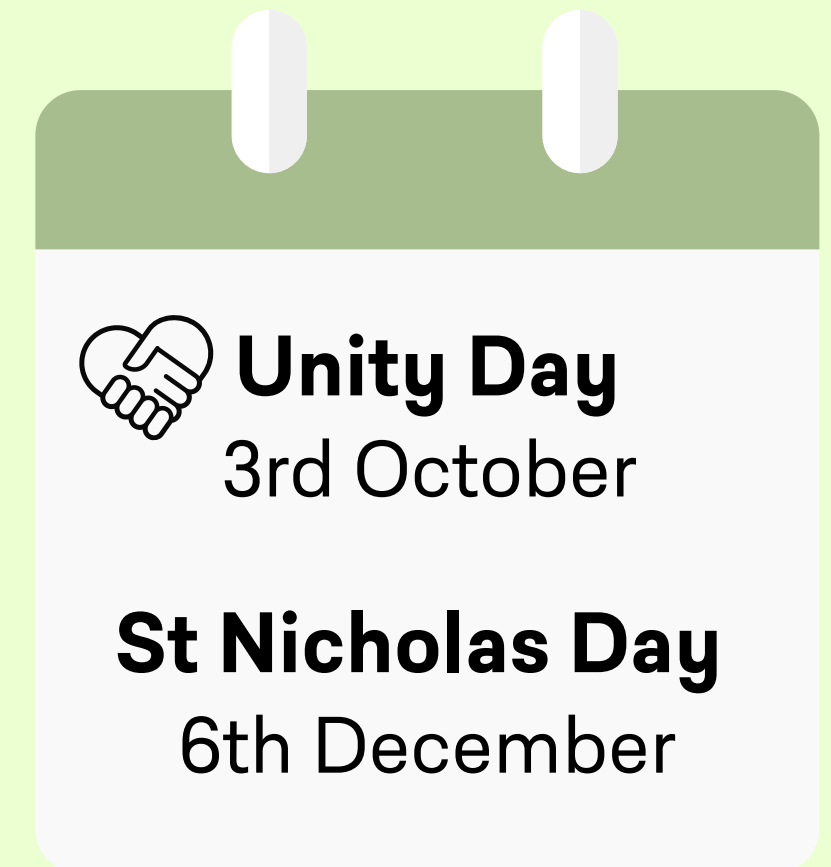
Labour Day
1st May


Mother's Day
14th May



Father's Day
18th May

Oktoberfest 
18th September



 **Unity Day**
3rd October

St Nicholas Day
6th December

CONCLUSIONS

- The high internet penetration rate and number of internet users means that Germany is a great target for a digital marketing strategy
- Google has a very high market share of used search engines, so it's best to focus your efforts there especially if you're thinking about a PPC strategy and search campaigns
- Another point to note when considering PPC is that 40% of German internet users use ad blocking tools
- 49% of users also decline cookies when they're online, which is important to consider when you're analysing your site traffic
- The types of content that German consumers usually like are informational pieces of content that are supported by statistics
- Consumers like to learn as much as possible, so when creating a content strategy, it would be a good idea to include how to guides, explainer posts and videos or instruction guides
- The high number of social media users and its year-on-year growth shows that these could also be key channels for your strategy, whether organically or with paid social
- While German consumers have a good trust towards English-speaking brands, your content still needs to be localised

ADDITIONAL RESOURCES

- https://www.expatrio.com/living_germany/german-culture/german-holidays-and-celebrations
- <https://www.trade.gov/country-commercial-guides/germany-market-overview>
- <https://backlinko.com/whatsapp-users>
- <https://napoleoncat.com/stats/social-media-users-in-germany/>



THANK YOU FOR READING



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

Get in touch with us today!



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