Digital Marketing in Ireland

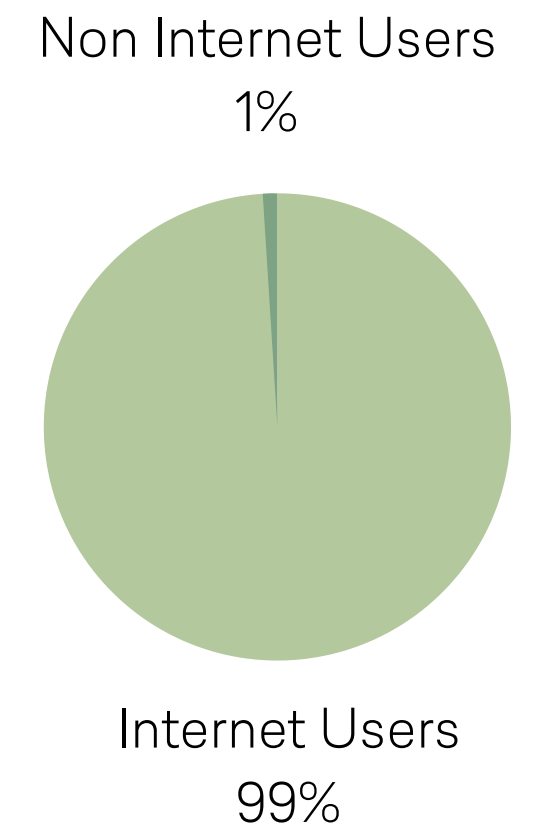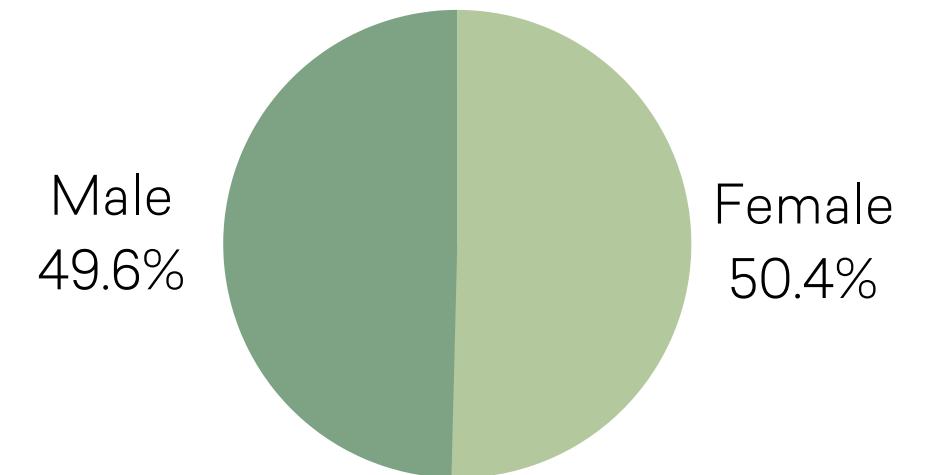Serps Invaders

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INTRODUCTION TO IRELAND

- Population (January 2023), was 5.04 million

- Median age - 38.2

- Ireland ranks 124th in the world for population

- Ireland remains a wealthy country and the economy is one

  of the best performing and fastest growing in the EU

Male 49.6%

Female 50.4%

Non Internet Users 1%

Internet Users 99%
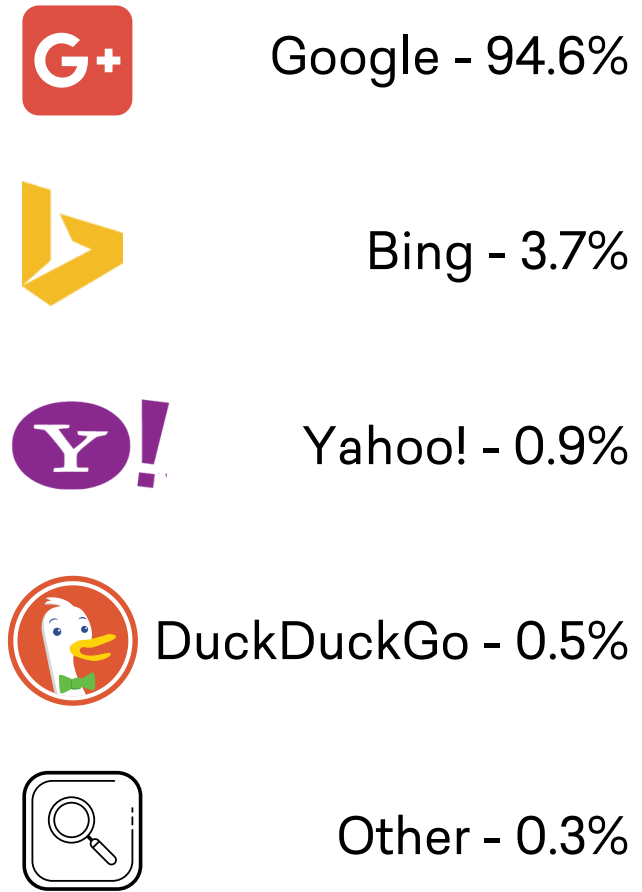
REASONS YOU SHOULD CONSIDER MARKETING IN IRELAND

☑ An extremely high internet penetration rate means you can target almost the entire country through digital channels

☑ An English-speaking country, which means that you don't need to translate your website and other content which will save your business time

☑ Proximity to the UK, it is the only EU country with a land border to the UK

☑ Ireland also has extensive transport connections to mainland Europe and the US, if you plan on further expanding your business

INTERNET USER BREAKDOWN
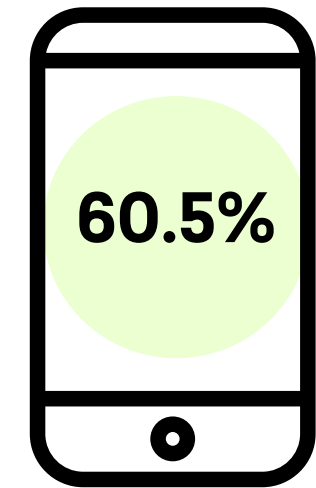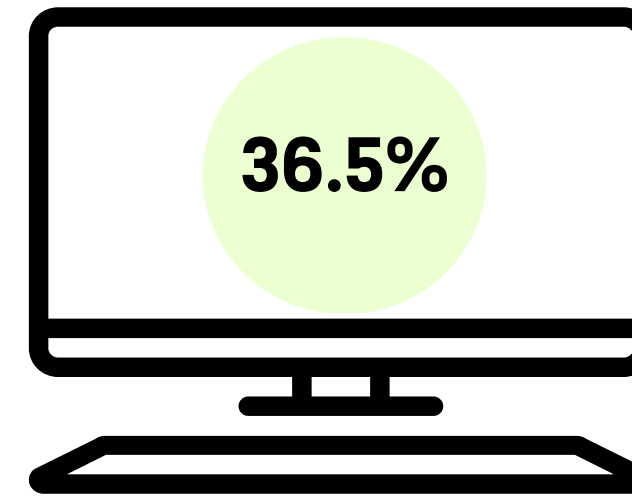
DEVICE SHARE

Top 5

Search Engines:

4.99 million internet users

Google - 94.6%

Bing - 3.7%

Yahoo! - 0.9%

DuckDuckGo - 0.5%

Other - 0.3%

Percentages of the market share

0   25   50   75   100

36.5%

60.5%

Other

0.1%

2.9%
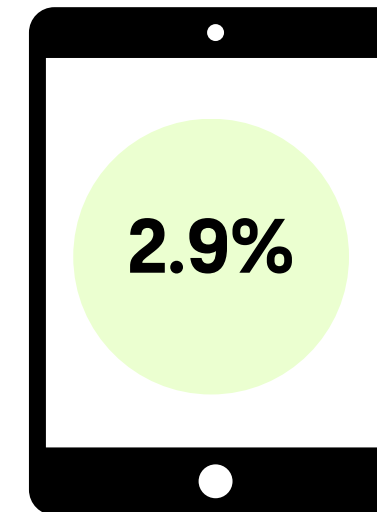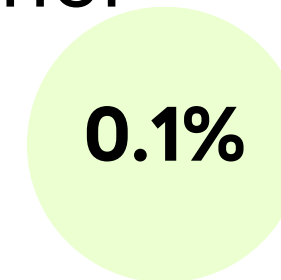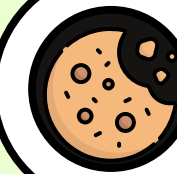
TYPICAL IRISH USER

Spends 5 hours and 59 minutes online everyday

...researching how to do things, products, brands...

57.2% have concerns over fake information online

40% decline cookies on websites

1 hour 56 minutes spent on social media within that

...and keeping up with current affairs

Uses the internet for finding information, personal communication...

POPULAR TYPES OF CONTENT

Video content. 90.5% watching any kind of video content each week, this is also supported by the fact that TikTok is one of the platforms that users spend the most time on

Back up your content with reputable sources and statistics as users have concerns about fake information
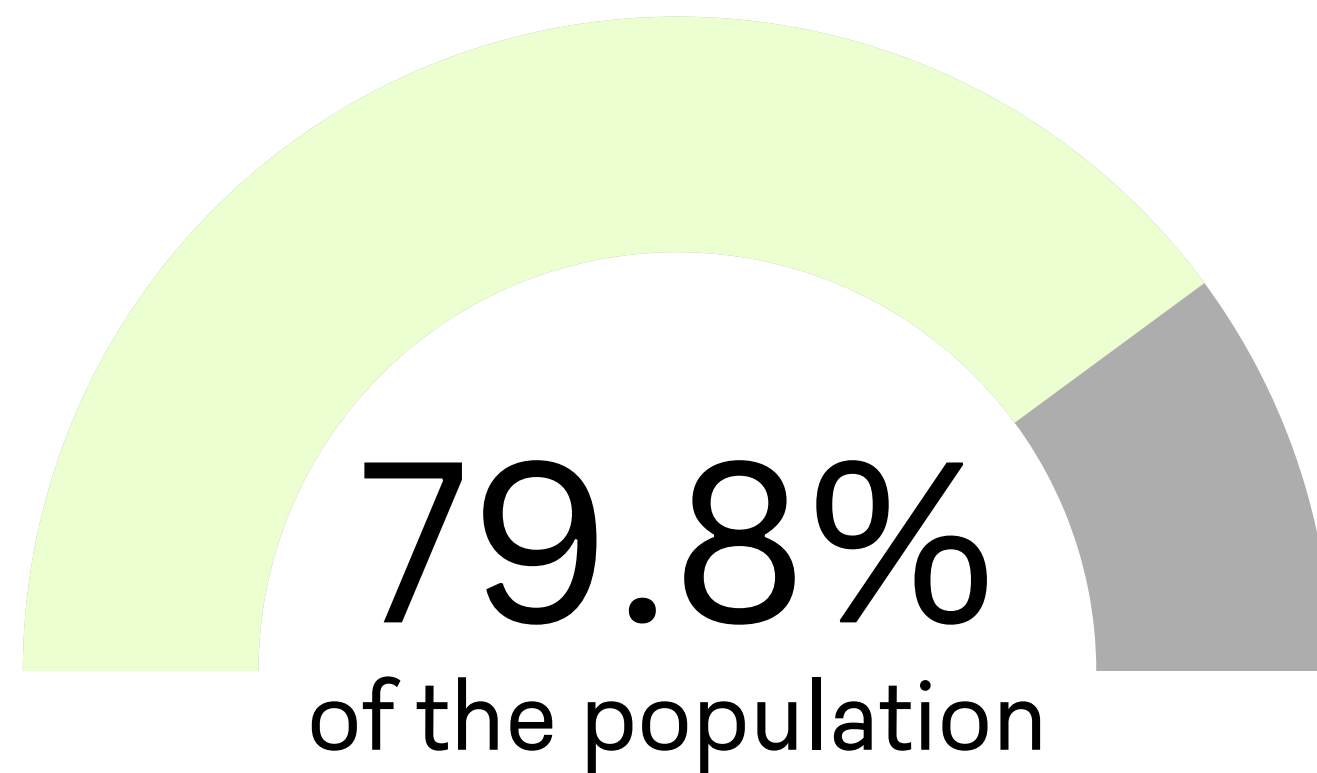
How to guides / explainers. Users are spending time online researching how to do things

Brand / industry updates. Researching current affairs and news is also a common online activity
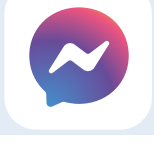
SOCIAL MEDIA USAGE

Number of Users

4.02 million social media users

79.8%
of the population

The top 5 platforms that Irish users spend the most time on are:
WhatsApp, Facebook, Instagram, Messenger and TikTok.

Platform	Number of Users
YouTube	4.02 million
LinkedIn	2.70 million
Facebook	2.50 million
Instagram	2.30 million
TikTok	2.13 million
Snapchat	2.05 million
Messenger	1.85 million
Twitter	1.70 million
Pinterest	645 thousand

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KEY MARKETING DATES IN IRELAND

Here are some key calendar dates that you can make use of for marketing in Ireland, which is especially useful if you're creating a content strategy. Additionally take a look at our marketing calendar for more international dates and holidays.
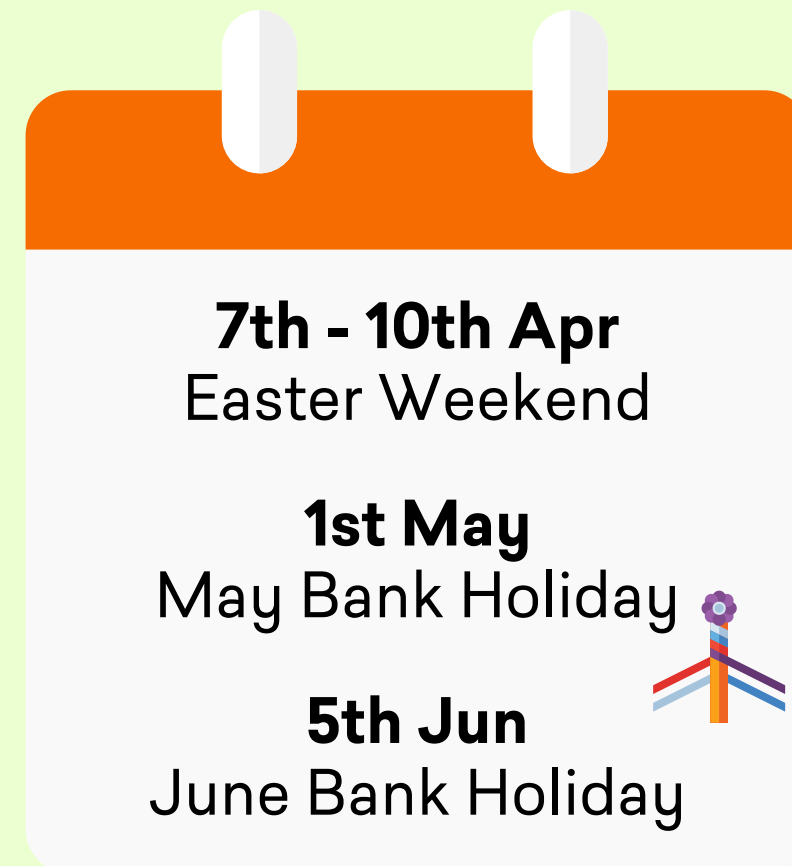
6th Feb
St Brigid's Day

17th Mar
St Patrick's Day

19th Mar
Mother's Day

7th - 10th Apr
Easter Weekend

1st May
May Bank Holiday

5th Jun
June Bank Holiday

18th Jun
Father's Day

7th Aug
August Bank Holiday

12th - 20th Aug
National Heritage Week

30th Oct
October Bank Holiday

24th Nov
Black Friday

26th Dec
St Stephen's Day

CONCLUSIONS

- The proximity to the UK, the shared language and strong economy makes Ireland a great target market, especially as a first step in your <u>business' internationalisation.</u>

- The extremely high penetration rate also points towards success with a digital marketing strategy as you have access to almost the entire population through digital channels.

- Mobile is the most popular way of accessing the internet, so it's important that your website is optimised for mobile first, if you're not already using a responsive website design.

- 45% of users are declining cookies on websites, which you need to be aware of when reviewing and analysing your site traffic.

- Content types that you should think about incorporating into your content strategy are video, explainers, how to guides, industry and business updates.

- Also think about making sure your content is accurate and uses reputable sources as users have concerns over fake information.

ADDITIONAL RESOURCES

- https://www.ricksteves.com/europe/ireland/festivals

- https://www.officeholidays.com/countries/ireland/2023

THANK YOU FOR READING

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

Get in touch with us today!

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

hello@serps-invaders.com

+44 (0)131 208 3669

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