

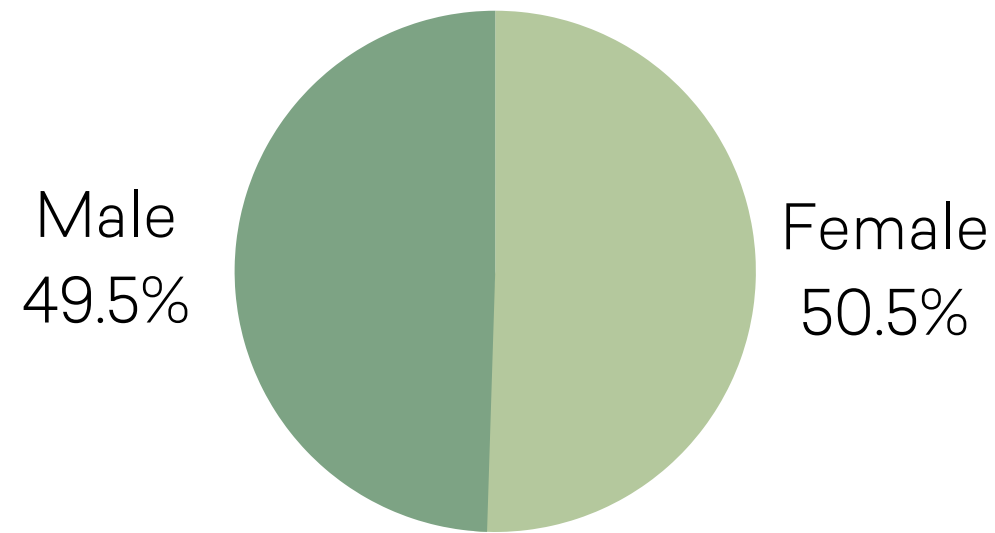
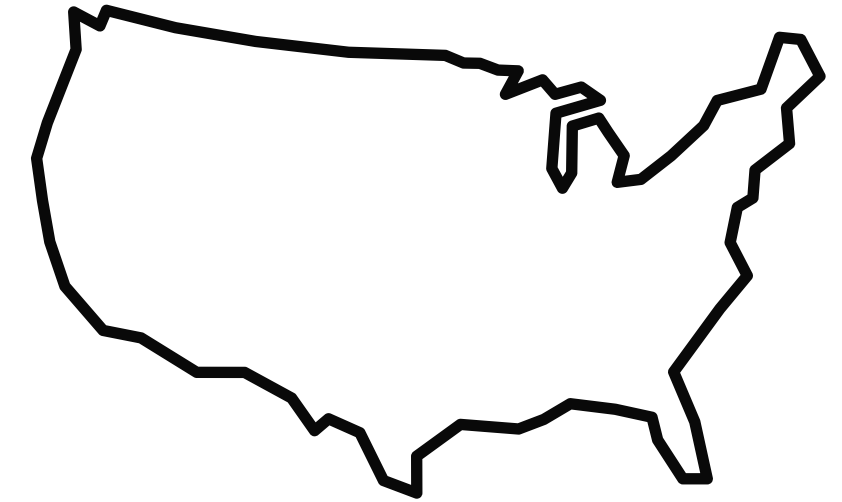
# Digital Marketing in the USA

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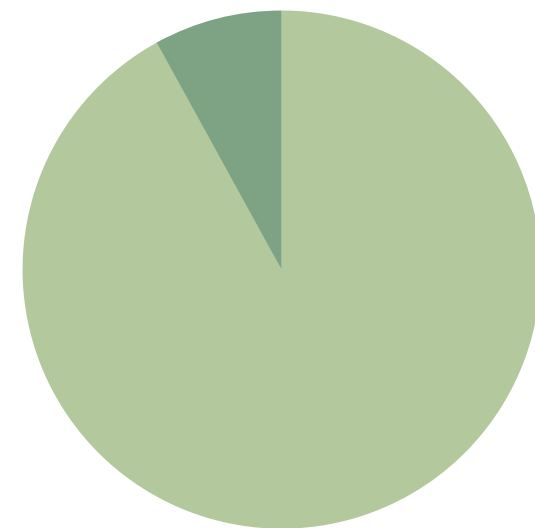
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# INTRODUCTION TO THE US



Non Internet Users  
8%



Internet Users  
92%

- Population of 333.9 million as of January 2022
- Median age of the population is 38.6
- The US is the 3rd most populated country in the world and its population alone is equivalent to 4.25% of the world's.
- Internet penetration rate of 92%
- The US has the largest economy in the world, it represents 20% of all global output



# LANGUAGES SPOKEN IN THE US

- The US has no official language
- English is most commonly used; however, 13% of the population speaks Spanish
- Making the USA the world's second largest Spanish speaking country
- 30% of the media consumed on US internet is via browsers who use Spanish and English interchangeably

## Serps Invaders



- Only 2.45% of US based ecommerce sites are available in more than English – so targeting Spanish could be a valuable opportunity for businesses as you can provide a better customer experience and serve an overlooked market
- Many other languages are also spoken in the US, including Chinese, Tagalog, Vietnamese and Arabic

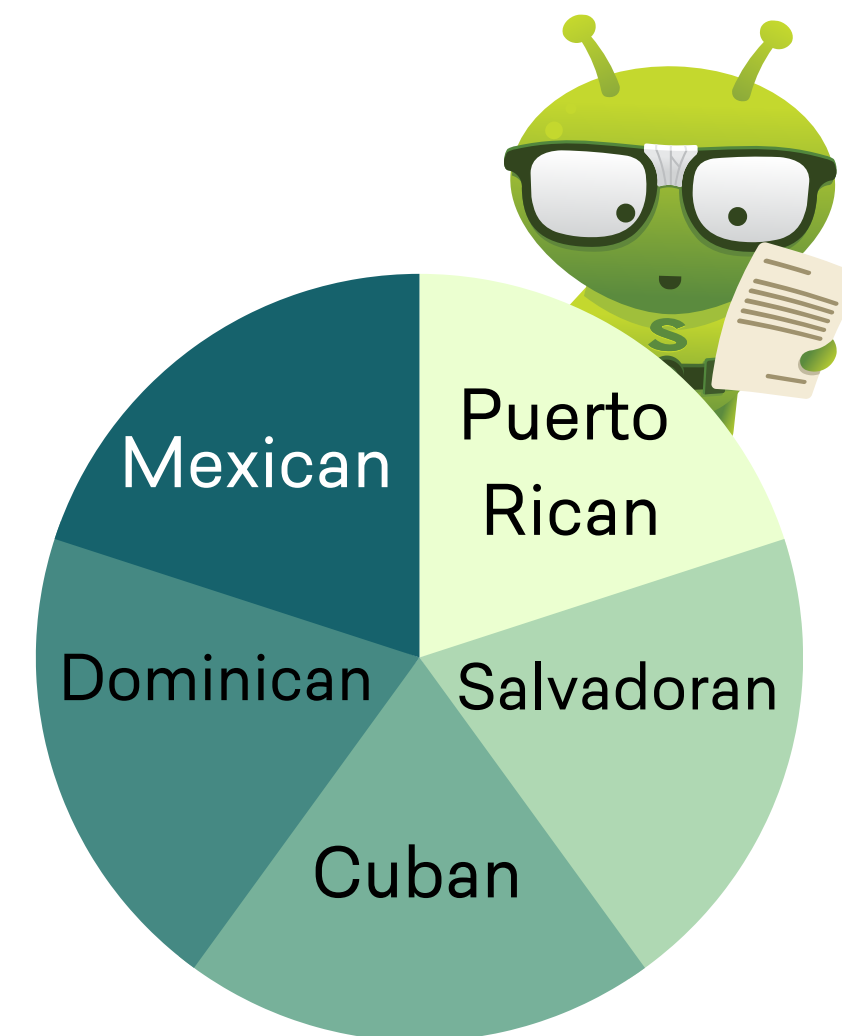
# HISPANIC CUSTOMERS IN THE US

Within the Spanish speaking population in the US, many different dialects are spoken. Latin Spanish is more prominently spoken than Castilian Spanish (the official language of Spain) but even within Latin Spanish there are dialect variations. Going beyond simple translation and providing localised transcreated content is beneficial.

States with the highest Hispanic population:



Hispanic Origin Groups with the highest populations





# REASONS YOU SHOULD CONSIDER MARKETING IN THE US



The extremely high population combined with a high internet penetration rate means that there is great potential for your business to reach a large scale of new customers



Very large and strong economy



For UK businesses, there is a shared language with US customers, so there's no need to translate your content



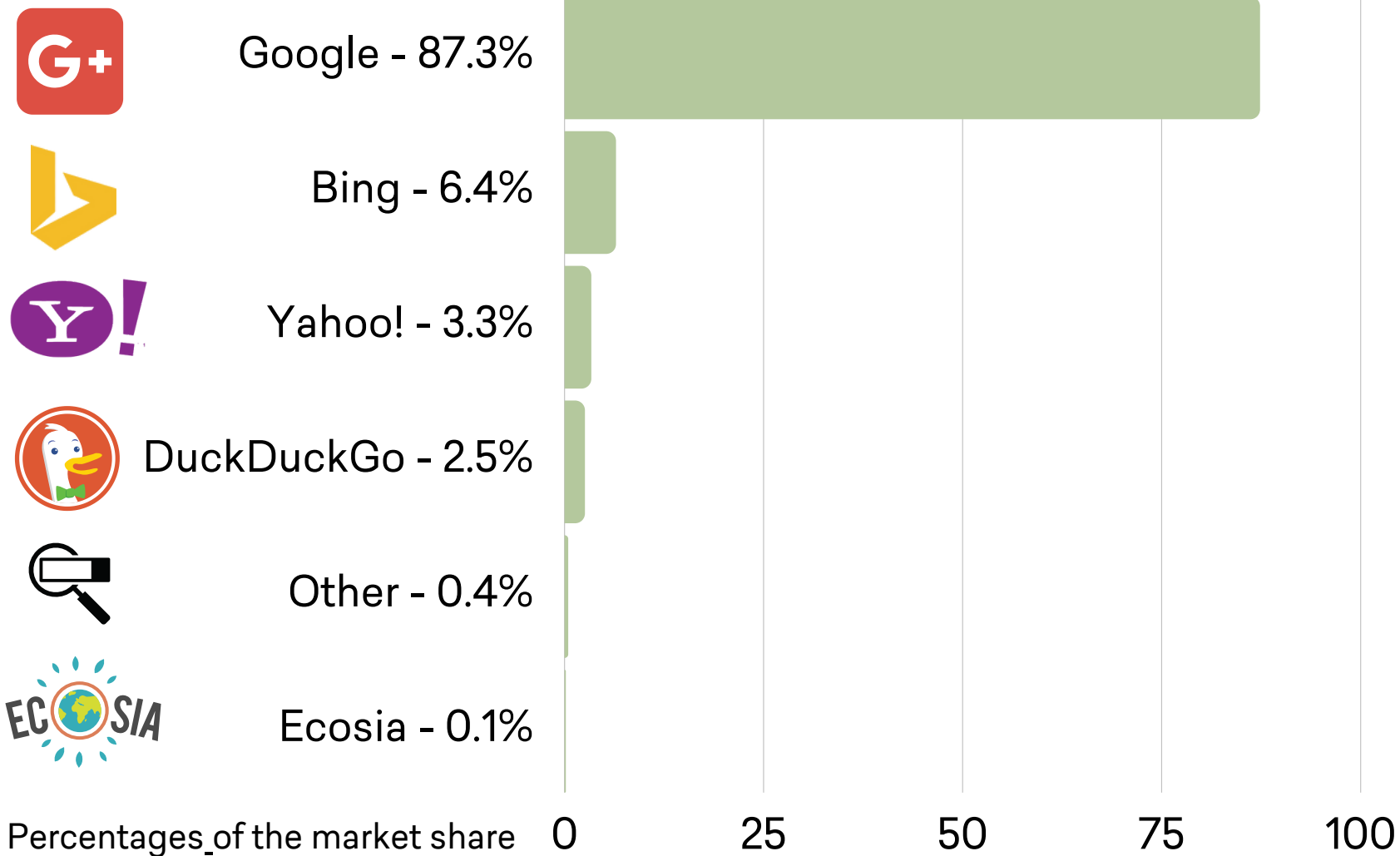
American consumers hold the quality of British goods and services in high regard, so you already have an advantage

# INTERNET USER BREAKDOWN

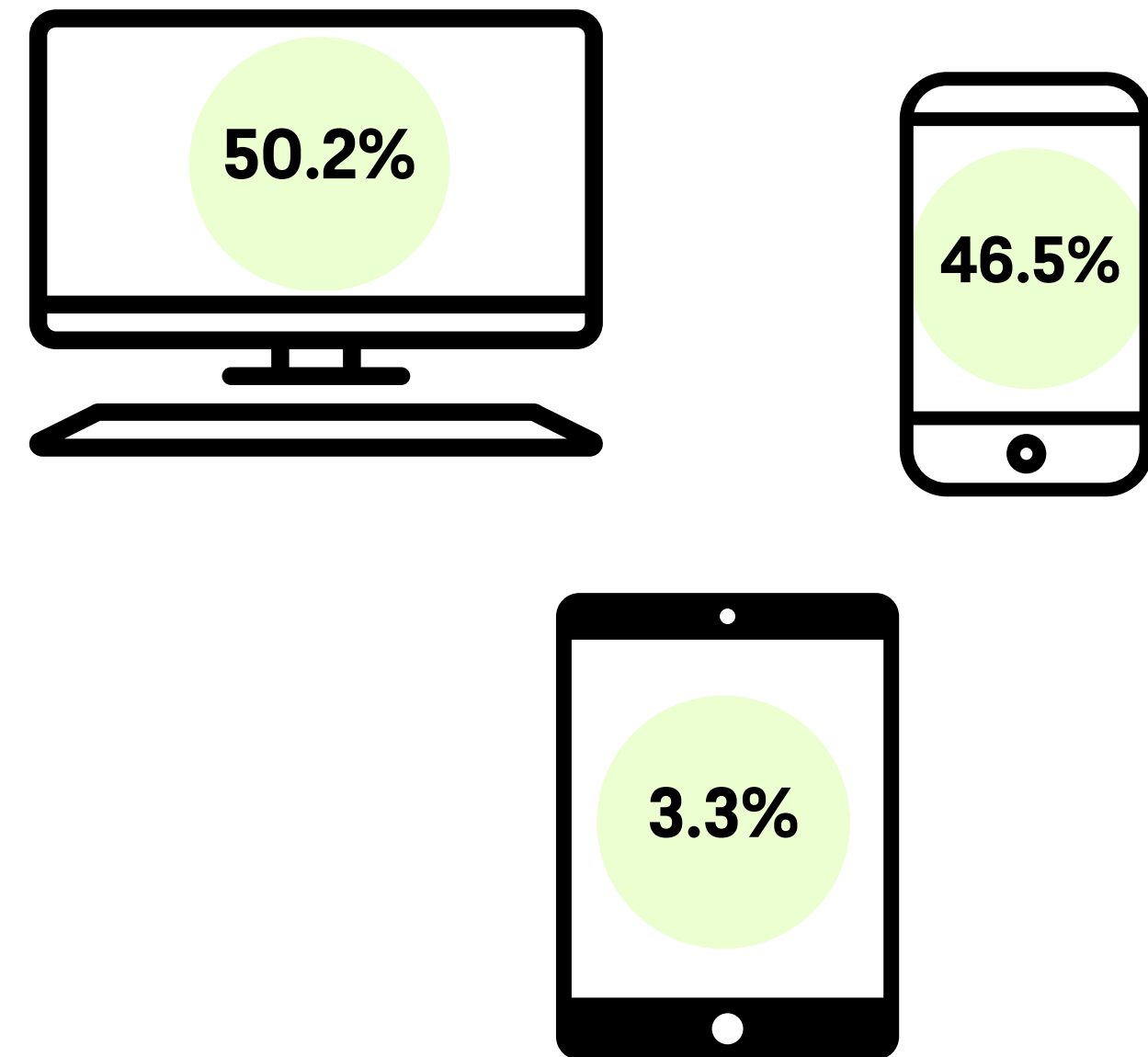


307.2 million internet users

Search Engines:



# DEVICE SHARE



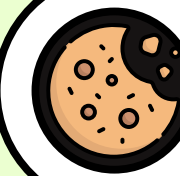
# A TYPICAL AMERICAN USER

Spends 7 hours 5 minutes online everyday

...and also staying in touch with friends and family

Within that time, 2 hours 14 minutes are spent using social media

They use the internet for finding information, how to do things, watching videos online...



42% decline cookies on websites



64% have concern over what is real and what is fake online



34% use ad blocking tools



# POPULAR TYPES OF CONTENT

Email marketing in the US is well received by consumers, so newsletters and email updates could be something for your business to consider

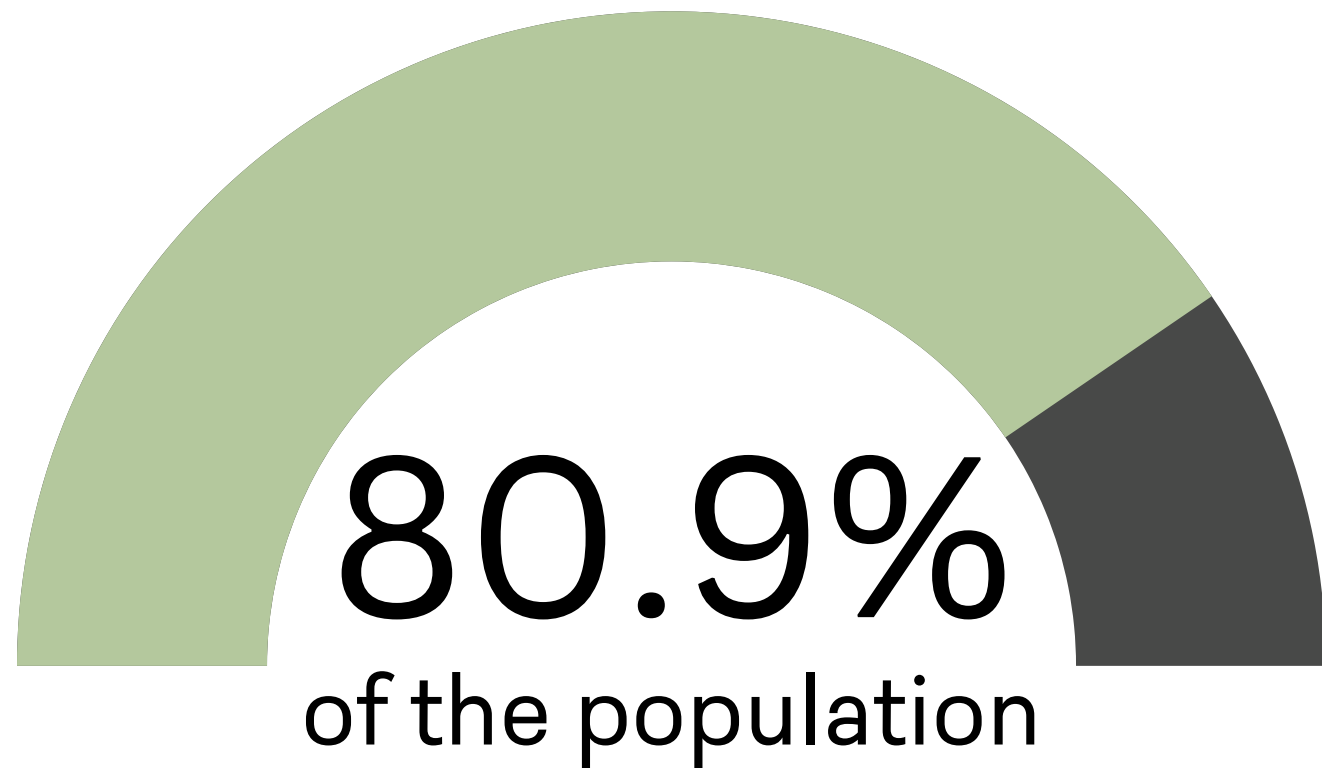


Video marketing is also extremely popular in the US, with 85.6% of all internet users watching some form of video content each week

Users are also researching information and how to do things, so content such as listicles and how-to guides would appeal to a US audience












# SOCIAL MEDIA USAGE



270.1 million social media users

The most used platforms on a monthly basis are Youtube, LinkedIn, Facebook, Instagram and TikTok

	247 million
	180 million
	179.7 million
	159.8 million
	131 million
	107.1 million
	86.36 million
	76.9 million
	6.75 million

# KEY MARKETING DATES IN THE USA

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

**Martin Luther King Jr Day**

16th January

**President's Day**

20th February

 **Mardi Gras**  
21st February

**St Patrick's Day**

17th March

**Cinco de Mayo**

5th May

**Memorial Day**

29th May

**Juneteenth** 

16th June

**Independence Day**

4th July

**Labour Day**

4th September

**Ingenious People's Day / Columbus Day**

9th October

 **Veteran's Day**  
11th November

**Thanksgiving**

fourth Thursday of Nov.

**Black Friday**

Friday after Thanksgiving

# CONCLUSIONS

- The large number of potential consumers, high internet penetration rate and strong economy makes the USA a good digital marketing target
- There is no language barrier for UK businesses who want to target English speaking Americans
- However, a significant portion of the population are Spanish-speakers, and are also using Spanish browsers so businesses should consider transcreating their website to Spanish
- Transcreation over translation is important, as translation tools will often prioritise Castilian Spanish but Latin Spanish has many subtle and not so subtle differences
- While Google remains the most used search engine in the US, Bing also has a higher market share compared to other countries. So, while Google should be your main focus for SEO and PPC strategies, you also may want to consider Microsoft ads
- 42% of users are declining cookies, which should be considered when evaluating your site traffic
- When devising a PPC strategy, take into account that 34% of US users use ad blocking tools
- For your content strategy, consider email marketing, how to guides, listicles and also video content, which is particularly popular in the US

# ADDITIONAL RESOURCES

- <https://sparkflow.co/blog/us-world-holidays-to-plan-your-marketing-calendar-around/>
- [https://en.as.com/latest\\_news/what-are-the-2023-us-federal-and-national-holidays-public-holidays-calendar-n/](https://en.as.com/latest_news/what-are-the-2023-us-federal-and-national-holidays-public-holidays-calendar-n/)
- <https://blog.gts-translation.com/2022/05/01/tips-on-marketing-to-the-spanish-speaking-audience-in-the-usa/>



# THANK YOU FOR READING



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

**Get in touch with us today!**



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



[hello@serps-invaders.com](mailto:hello@serps-invaders.com)



+44 (0)131 208 3669

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