



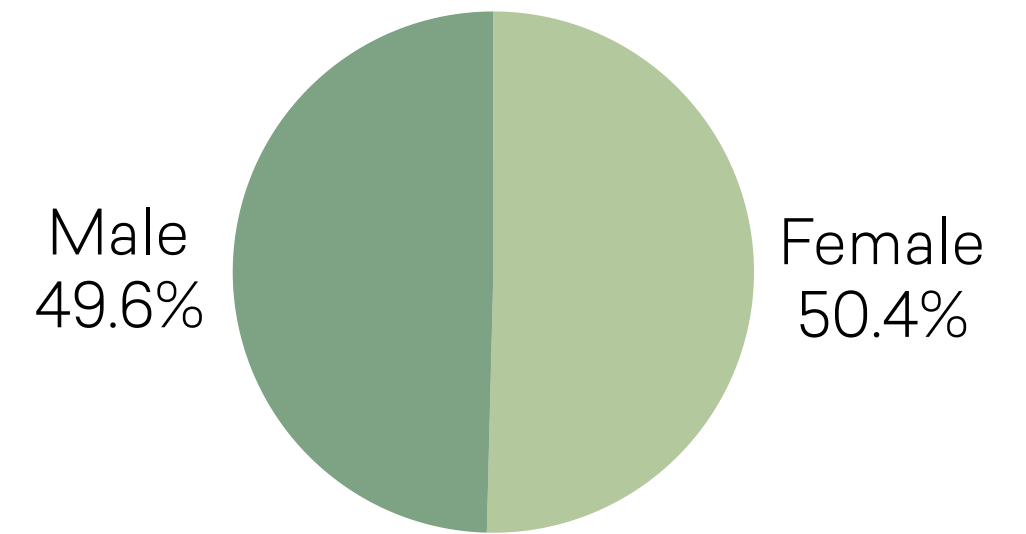
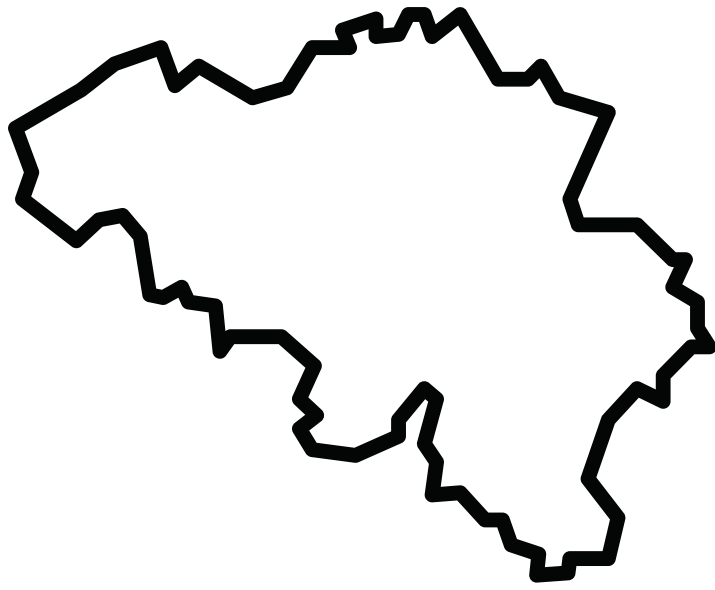
Digital Marketing in Belgium

CONTENTS

- 01 Country Overview
- 02 Languages Spoken in Belgium
- 03 Reasons to Consider Marketing in Belgium
- 04 Internet User Breakdown
- 05 Typical Belgian User Profile
- 06 Popular Types of Content
- 07 Social Media Usage
- 08 Key Marketing Dates in Belgium
- 09 Conclusions
- 10 Additional Resources

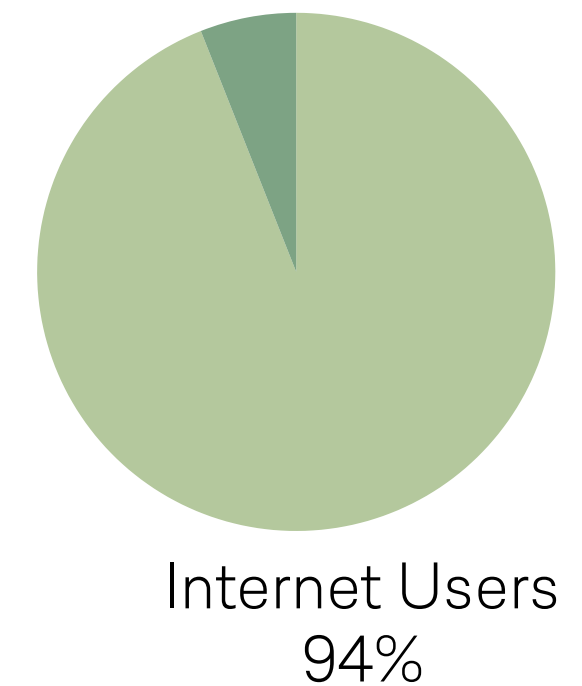


INTRODUCTION TO BELGIUM



- Population as of January 2022 - 11.65 million
- It is one of the smallest and most densely populated countries in Europe
- Median age - 42.3
- Consistently places among one of the top 20 economies in the world
- Belgium has 3 official languages – French, Dutch and German


Non Internet Users
6%

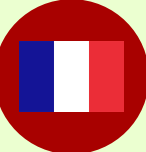



LANGUAGES SPOKEN IN BELGIUM

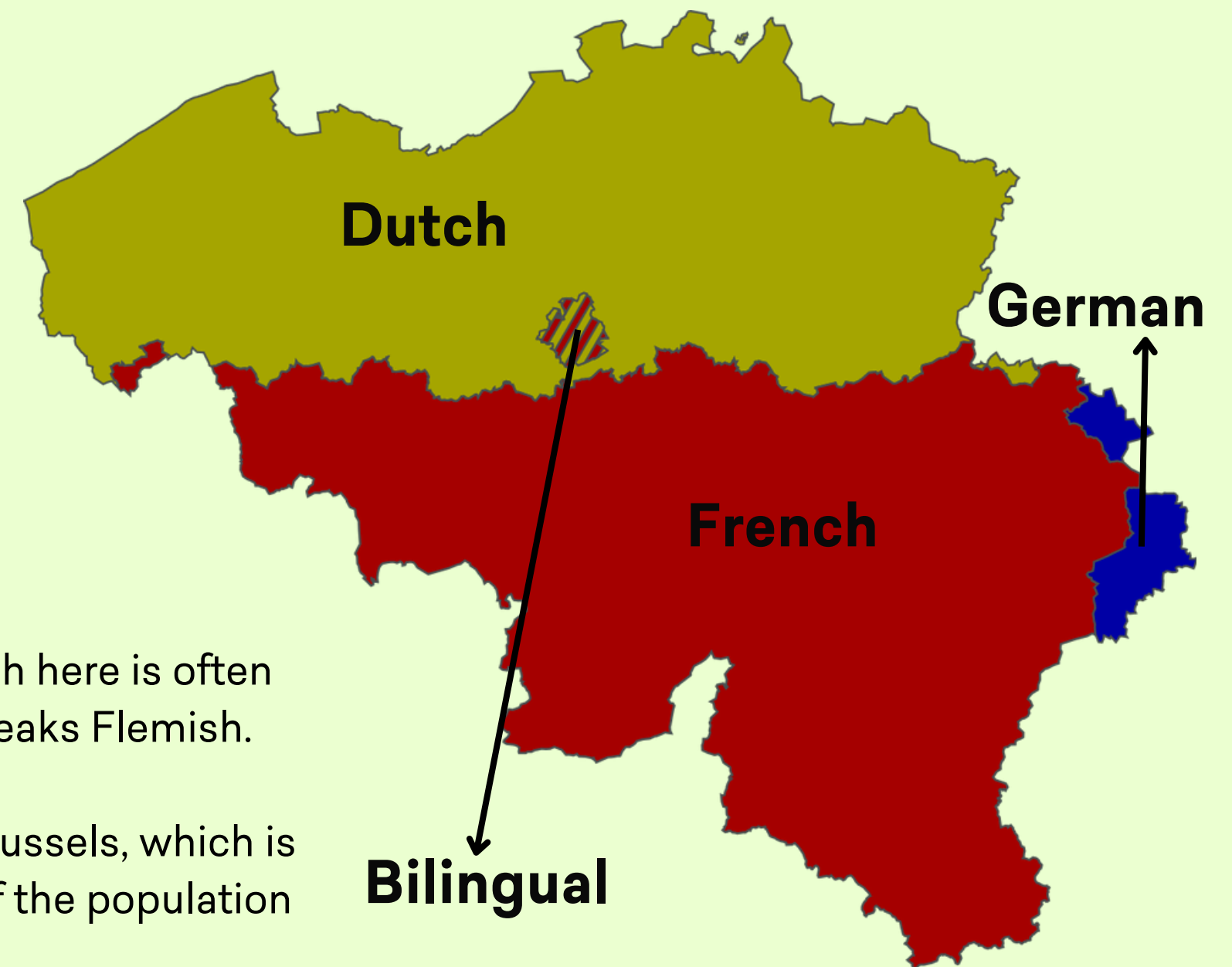
Belgium is home to 3 different communities who all speak a different language. These are:

- The Flemish community who speaks Dutch
- The Walloon community who speaks French
- The German-speaking community who speaks German

 The Dutch-speaking region is called Flanders, and the form of Dutch here is often referred to as 'Flemish'. About 60% of the population in Belgium speaks Flemish.

 Wallonia is the French-speaking region. French is also spoken in Brussels, which is classed as its own region (Brussels-Capital region). Roughly 40% of the population speak French.

 German is spoken in an eastern region along the border with Germany. Out of the three official languages this is the least spoken, with only roughly 1% of the population.





REASONS YOU SHOULD CONSIDER MARKETING IN BELGIUM



A great opportunity to reach customers through digital channels thanks to the high internet penetration rate.



Belgium is home to the second largest port in Europe, Antwerp. This combined with its well-established logistical infrastructure, it is well equipped for trade.



An important country within Europe. Often seen as the capital of the continent as Brussels is home to the headquarters of both the EU and of NATO.

INTERNET USER BREAKDOWN



10.95 million internet users in Belgium (Jan22)

Search Engines:



Google - 92.7%



Bing - 4.8%



Yahoo! - 0.9%



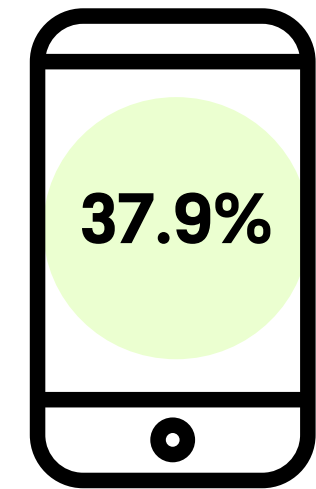
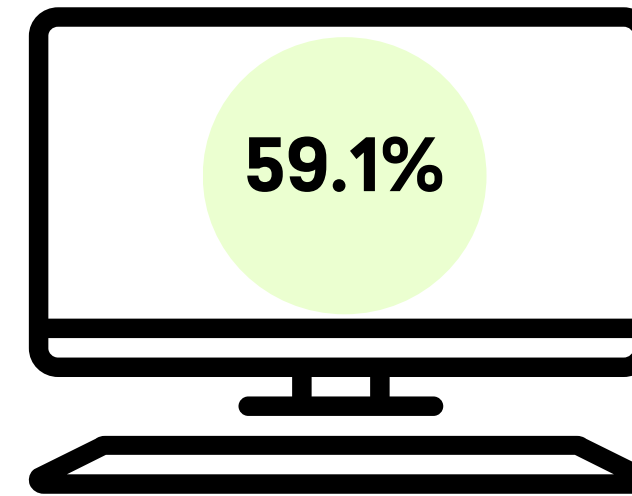
DuckDuckGo - 0.6%



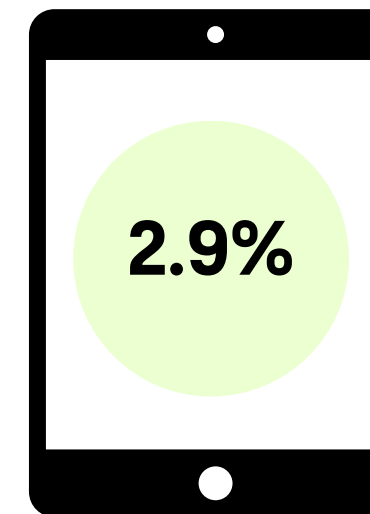
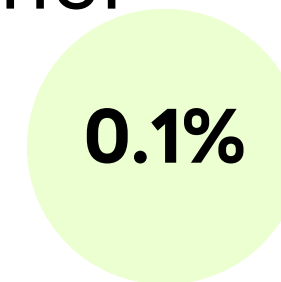
Other - 1%

Percentages of the market share 0.0 20.0 40.0 60.0 80.0 100.0

DEVICE SHARE



Other



TYPICAL BELGIAN USER

Spends 5 hours
45 minutes online
everyday

...researching how
to do things...

1 hour 34 minutes
of that is spent on
social media

...and staying in
touch with
friends and
family

Belgian users are using the internet
for finding information, following
current events, news...



42% decline cookies



52% worry about how companies
use their data



32% use ad blocking tools

POPULAR TYPES OF CONTENT



78% of Belgian users watch video content each week, so this is a popular form to take advantage.



64.2% of users spend time following news and current events, so content topics such as articles and industry updates would work well.



It is also important to remember that there are 3 different languages spoken in Belgium
– Dutch, French and German.



A high percentage of users are searching using desktop. Queries are usually more navigational, and users tend to spend longer on pages, which lends itself more towards long form content. Users are also more likely to make an actual purchase on desktop.



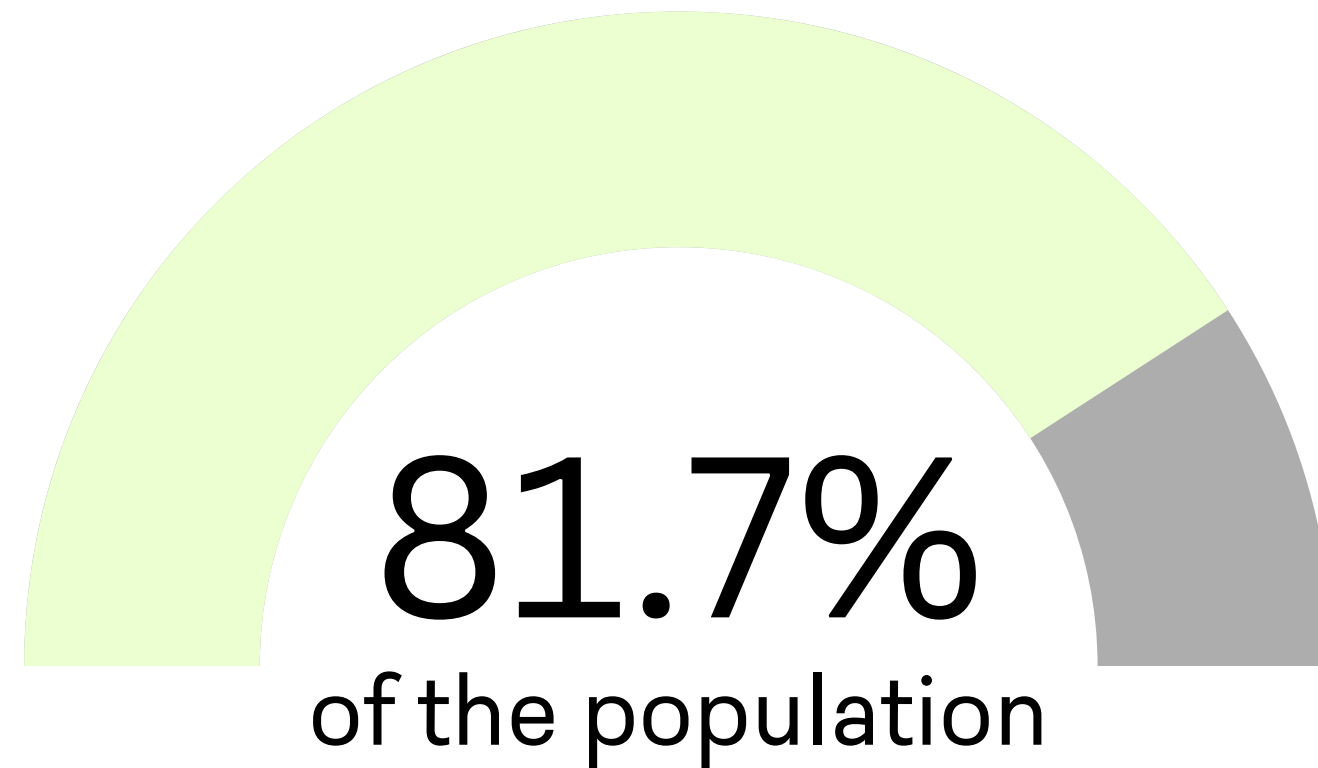
Instagram and Pinterest are two of the most used social platforms, which highlights the need for good images / content that includes images.

If you're set on creating a tailored Belgian content strategy, we recommend that you localise your content for each language.

- Consider where you will be operating and who your customers are.
- Dutch is spoken by the largest percentage of the population; however, mainly French is spoken in the capital.



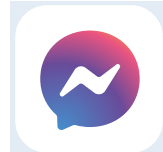






SOCIAL MEDIA USAGE

9.52 million social media users



Top 5 platforms that users spend the most time on each month are:
Facebook, Messenger, WhatsApp, Instagram and Pinterest.

Platforms by no. of users

-  9.52 million
-  6.40 million
-  5.30 million
-  5.10 million
-  4.30 million
-  3.35 million
-  2.91 million
-  2.70 million
-  1.35 million

KEY MARKETING DATES IN BELGIUM

Here are some important dates that you can make use of when marketing in Belgium, especially if you're creating a content strategy. Additionally take a look at our marketing calendar for more international dates and holidays.



6th Jan
Three Kings Day

1st May
Labour Day

 **8th May** 
Feast of the Iris



8th May
Mother's Day

 **12th June**
Father's Day

11th July
Flemish Community Holiday



 **21st July** 
Independence Day

27th Sep
French Community Holiday

1st Nov
All Saints' Day



2nd Nov
All Souls' Day

15th Nov
German Community Holiday

6th Dec 
St Nicholas Day

CONCLUSIONS

- The fact that there are 3 official languages in Belgium shows the need to make sure that your content is localised for everyone – Flemish speakers won't understand content in French or German and vice versa.
- 42% of users declining cookies should be considered when you're looking at your site traffic.
- When creating a strategy for PPC, consider that 32% users use ad blocking tools.
- Google is the most used search engine; however, Bing has almost 5% of the market share. Therefore, it could be a future target for SEO and PPC if usage continues to rise.
- Video and image content will work well in your strategy, but also news articles and industry updates.
- The majority of users are searching on a desktop or laptop, but it is still important that your site is optimised for mobile as it is the second most popular device.



ADDITIONAL RESOURCES

- <https://www.worldtravelguide.net/guides/europe/belgium/public-holidays/>
- <https://www.expatica.com/be/lifestyle/holidays/belgium-public-holidays-103619/>



THANK YOU FOR READING



Want to further discuss digital marketing in Belgium, 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)7989 332 382

Follow us



Serps Invaders