

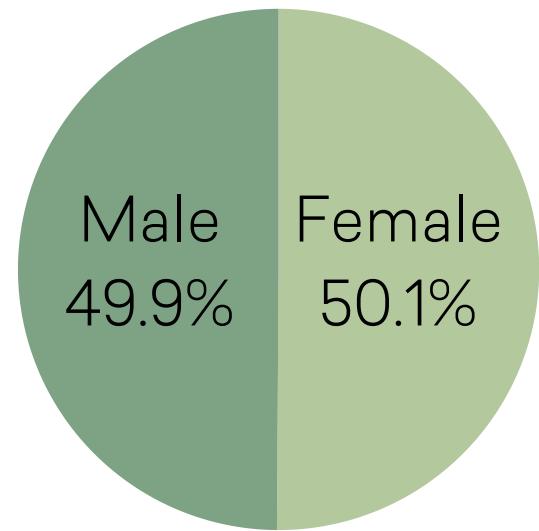
# Digital Marketing in South Korea

# CONTENTS

- 01 Country Overview
- 02 Reasons to Consider Marketing in South Korea
- 03 Internet User Breakdown
- 04 The Use Of Naver
- 05 Typical Korean User Profile
- 06 Popular Types of Content
- 07 Ecommerce in South Korea
- 08 Social Media Usage
- 09 Key Marketing Dates
- 10 Conclusions

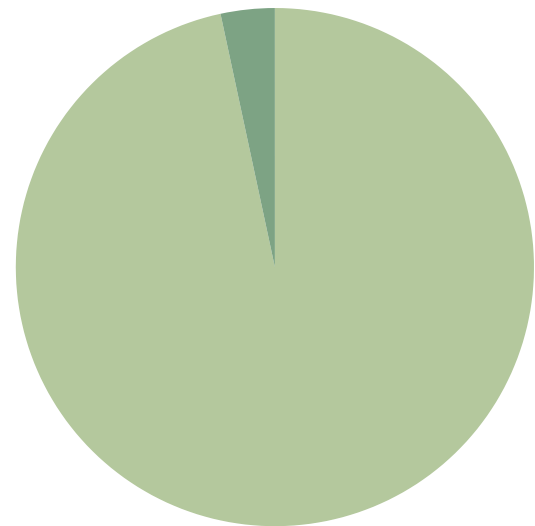


# INTRODUCTION TO SOUTH KOREA



- The Republic of Korea's population was 51.80 million as of January 2023
- The median age is 44.4 years
- South Korea ranks 28th globally for population and is equivalent to 0.66% of the world
- Due to the ongoing effects of the pandemic, the South Korean economy slowed during the second half of 2022. However, GDP is still expected to grow by 1.7% in 2023
- South Korea has the 4th largest economy in Asia

Non Internet Users  
3.4%



Internet Users  
96.6%



# REASONS YOU SHOULD CONSIDER MARKETING IN KOREA

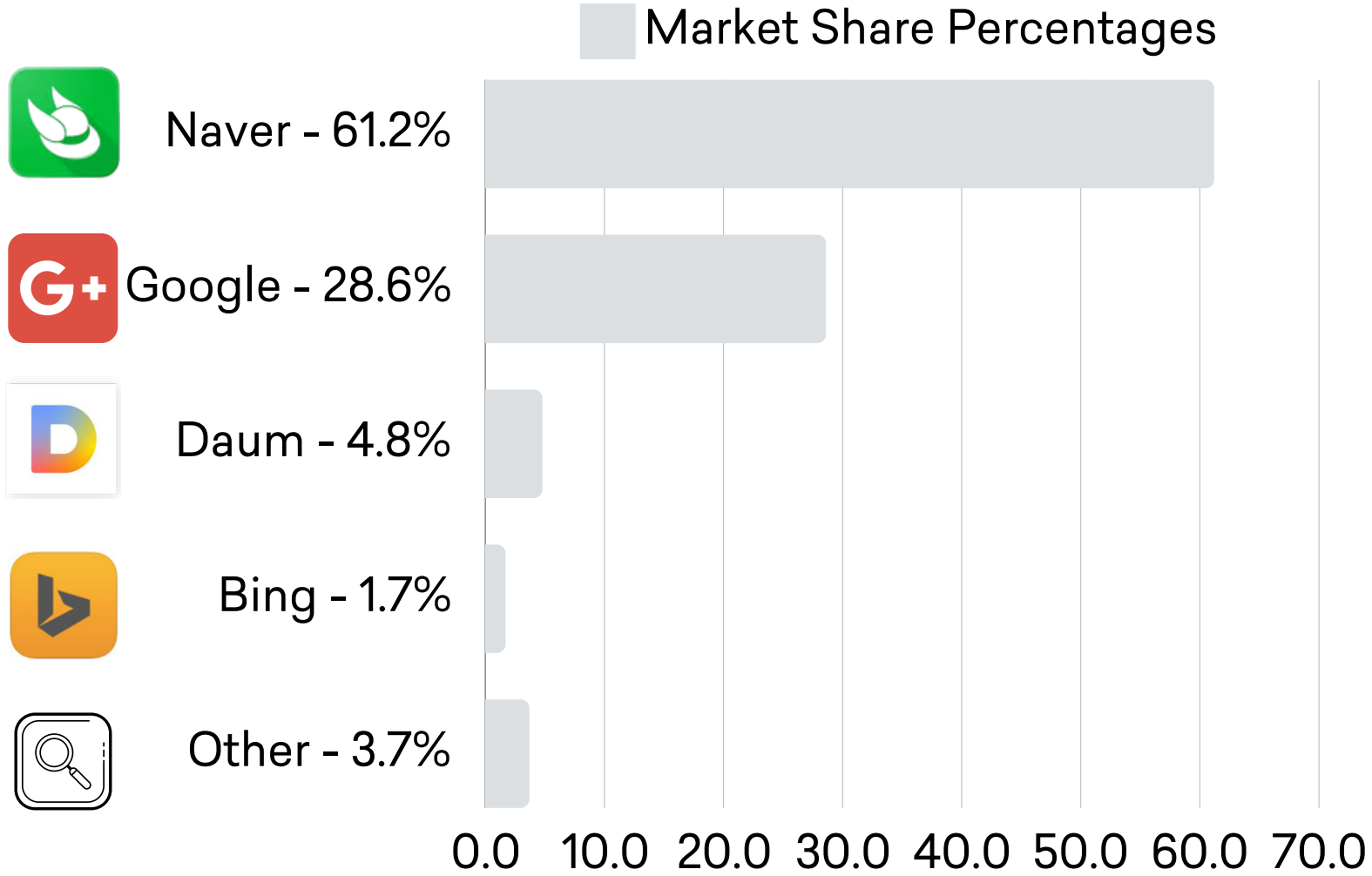
- ✓ The country has an extremely robust shipping and air cargo infrastructure for transporting products
- ✓ South Korea is an attractive target to foreign business due to its public safety, political stability, network of communication technology and its skilled workforce
- ✓ The government makes a large effort with foreign direct investment and the UK is South Korea's 4th largest inbound investor after Japan, the US and the Netherlands
- ✓ The large population combined with a high internet penetration rate means there's potential to reach a large number of possible customers through digital channels

# INTERNET USER BREAKDOWN

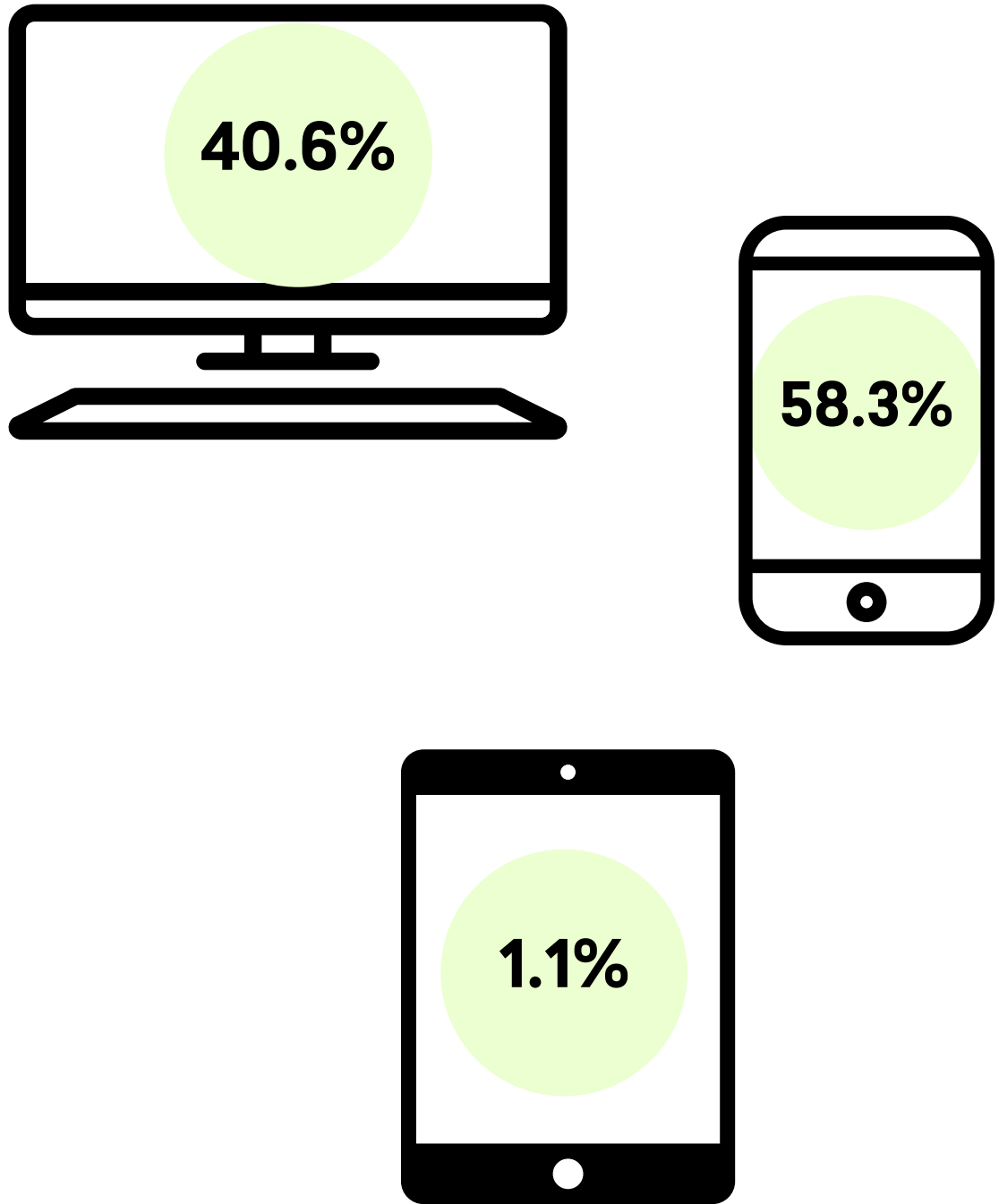
At the start of 2023 there were 50.56 million internet users in South Korea



**Search Engines:**



# DEVICE SHARE



# THE USE OF **NAVER**

- Naver is the most popular search engine in South Korea with over half of the market share
- It is so popular because it has been designed with the Korean language in mind, so it does a better job at understanding the nuances of the languages compared to Google's AI programmes
- If you're thinking about a Korean SEO strategy, then optimising your website for Naver is essential in order to reach the biggest audience

Some Naver best practices are:



Having a Korean language site

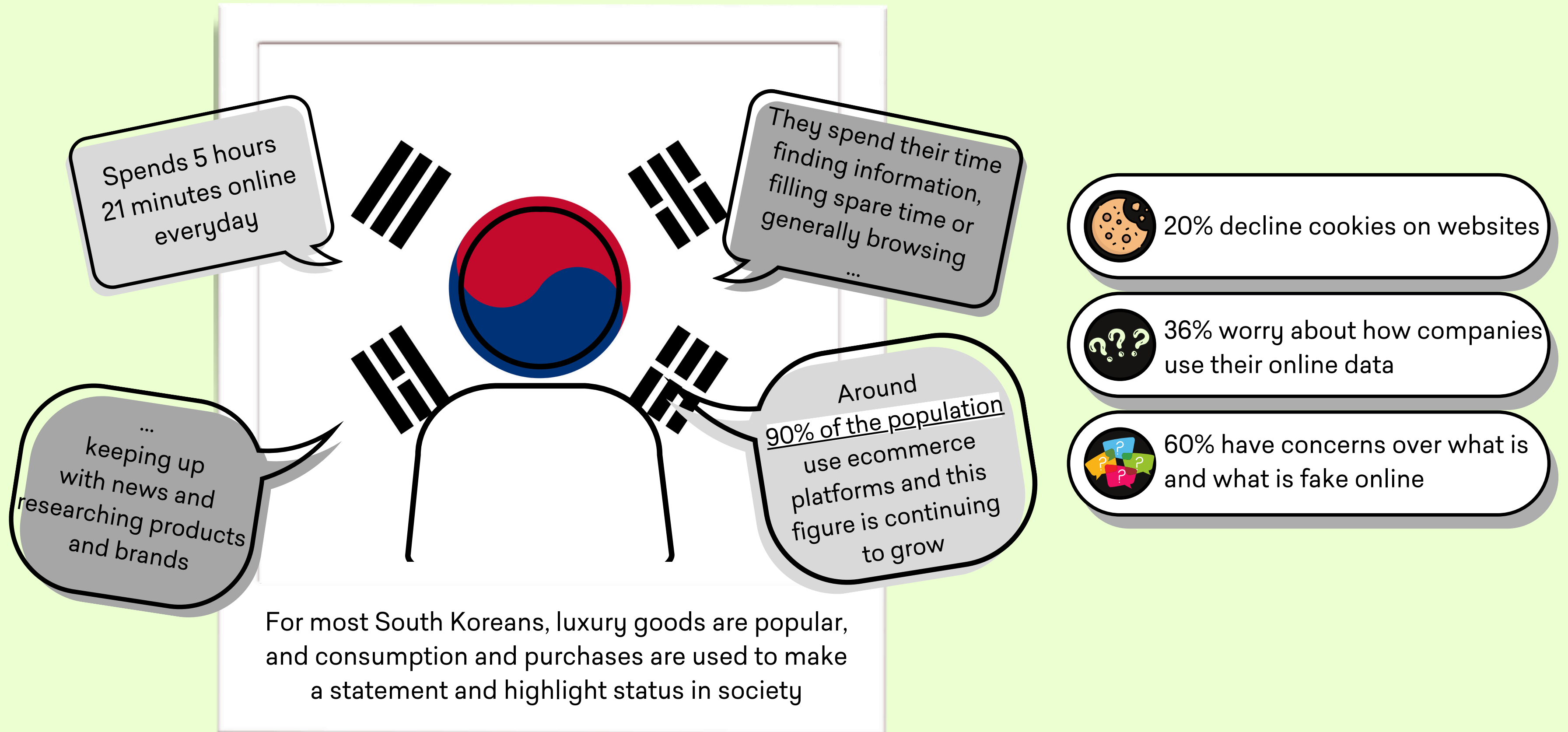


Keeping content fresh



Using Naver blog

# TYPICAL KOREAN USER



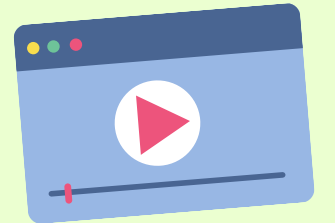
# POPULAR TYPES OF CONTENT

Guest posts and collaborations with key Korean thought leaders / influencers to establish brand trust. 40% of South Koreans will purchase a product based off of endorsement so working with respected figures within their society will help build trust since you are entering a foreign market



Online advertising is continuing to grow in the country, from 2019 - 2020 online advertising increased 15.4% and in December 2021, online advertising represented 53.3% of total advertising spend

Utilise video content as 84.3% of internet users are watching some type of video content each week



Localising your content into Korean is very important and using native speakers to help with this localisation will make sure your business can effectively navigate the nuances of the language. For example, there are different speech formality levels depending on the type of conversation and the familiarity between speakers, which can't be achieved by simply translating your content



# ECOMMERCE IN SOUTH KOREA



South Korea has the third biggest e-commerce market in Asia



Half of all internet users in South Korea have purchased products online and within that two thirds make monthly purchases



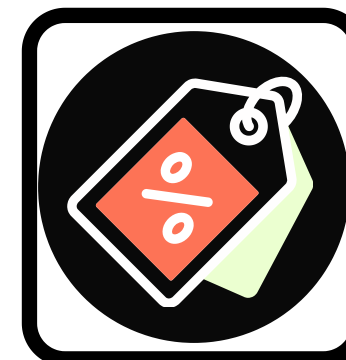
The most popular categories in ecommerce in South Korea are travel, clothes and electronics



Over half of purchases come from mobile and it ranks as the most preferred device for online shopping and the most frequently used



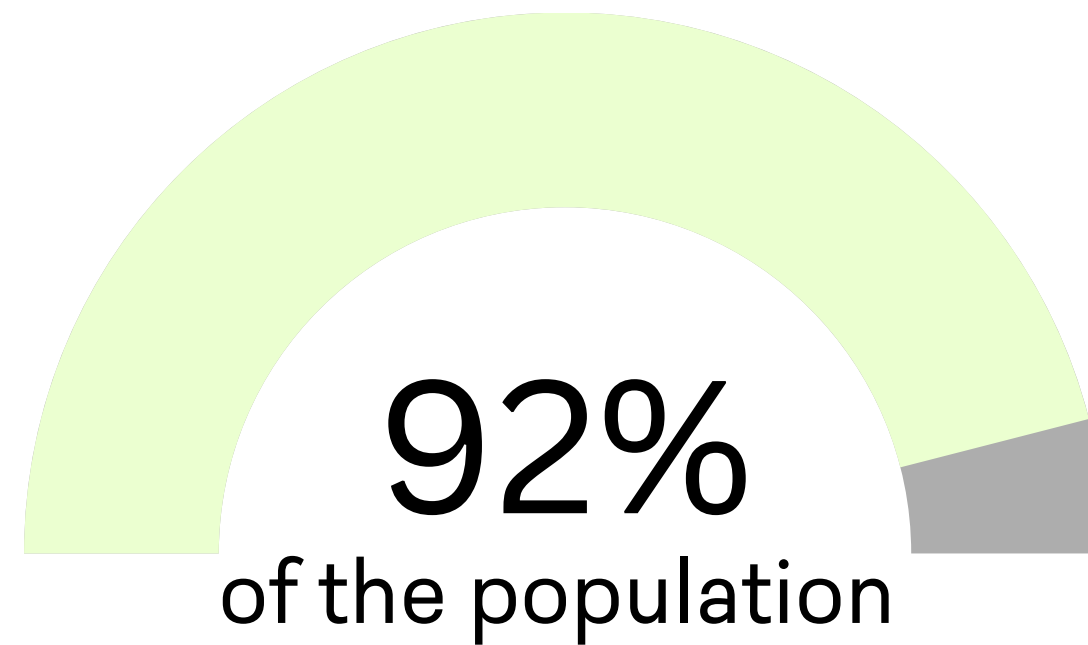
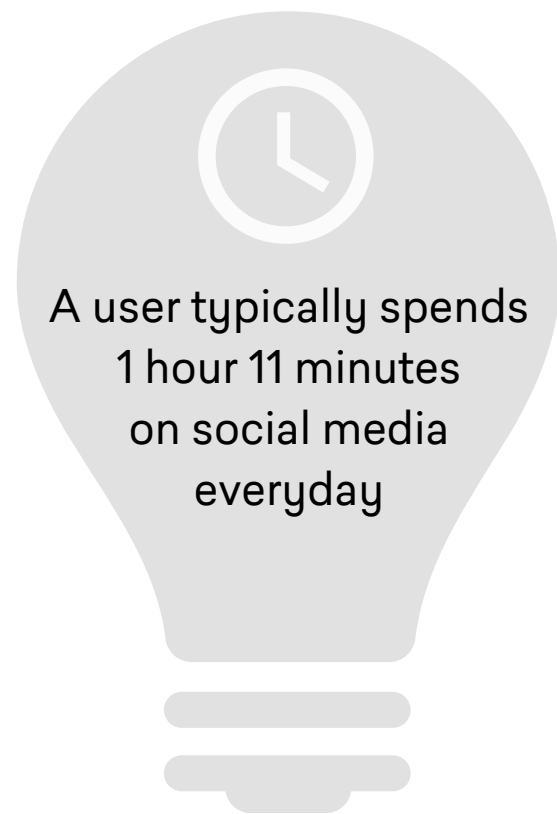
The most active age groups are those between 20-29 and 30-39, with roughly 80% of their members purchasing goods and services online



One of the main selling points for an ecommerce business is quick delivery and that is how competitors try to stand out; however, consumers also look for discounts






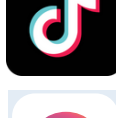


# SOCIAL MEDIA USAGE

47.64 million social media users as of January 2023



**The platforms that users spend the most time on are Kakaotalk, Instagram, Facebook, Twitter and Kakaostory**

Platforms by no. of users

	47.64 million
	46.00 million
	19.25 million
	9.80 million
	9.60 million
	5.66 million
	3.90 million
	3.50 million

# KAKAOTALK AND KAKAOSTORY



Kakaotalk is a messaging app that offers free text messaging, voice and video calls and group chats. The app is so popular that it's made its way into the slang of the language with South Koreans often using “Ka-Talk” as a verb (i.e. “I’ll Ka-Talk you later”)



**kakaostory**

Kakaostory is part of the Kakao family of apps (including Kakaotalk). It is a social network that allows users to share updates with friends about their day. Users can upload and edit their own photos and videos which can be viewed in a newsfeed similar to Instagram or Facebook. You can also search for people based on their location

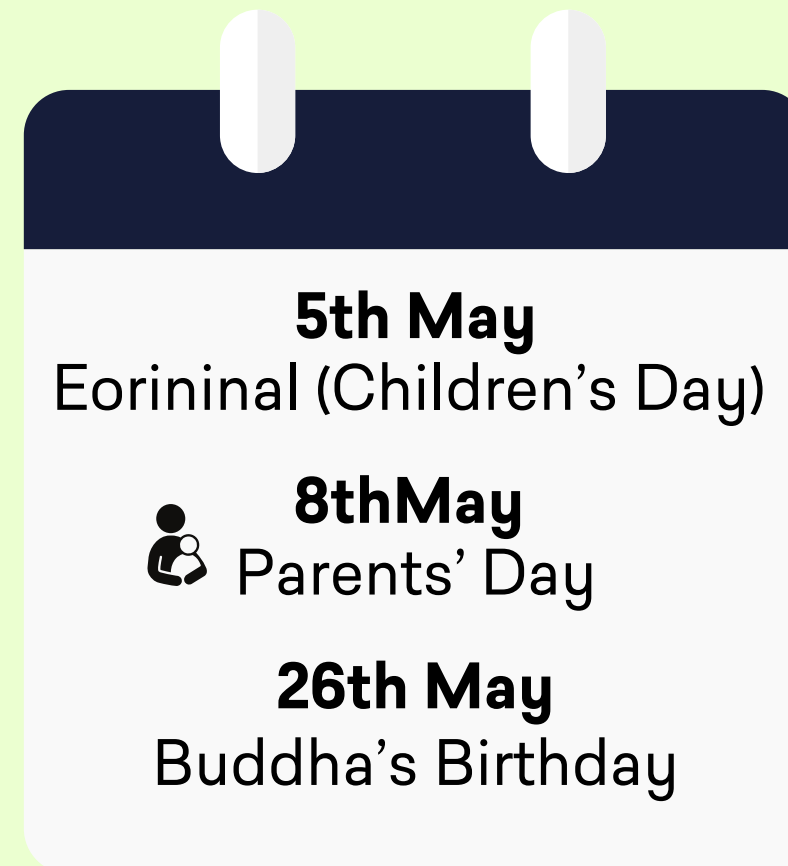
# KEY MARKETING DATES IN SOUTH KOREA

Here are some key calendar dates that you can make use of for South Korean digital marketing, 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.




 **22nd Jan**  
Seollal  
/ Lunar New Year

**1st Mar**  
Samiljeol (Independence  
Movement Day)



**5th May**  
Eorininal (Children's Day)

 **8th May**  
Parents' Day

**26th May**  
Buddha's Birthday



**6th Jun**  
Memorial Day

**17th Jul**  
Constitution Day

 **15th Aug**  
National Liberation Day



**10th Sep**   
Chuseok

**3rd Oct**  
National Foundation Day

**9th Oct**  
Hangeul Day

# CONCLUSIONS

- South Korea is an ideal target for a digital marketing strategy thanks to its incredibly high internet penetration rate and the adoption of technology within the country
- It is essential that your website is mobile friendly due to the high percentage of users accessing the internet through mobile devices
- Mobile usage is also an important factor in ecommerce, which is an increasingly popular sector in the online landscape
- For ecommerce businesses, one of the most important factors to stand out from the crowd is quick delivery of products
- Online advertising is also continuing to grow, so considering a PPC strategy alongside organic content may be helpful for your business
- In terms of a content strategy, guest posts from local opinion leaders, or endorsements from Korean influencers are a great way to build brand trust with users
- Your content also needs to be localised into Korean, ideally by a native speaker who understands the nuances of the languages, especially the different registers
- The most popular platforms and search engines in the Western World are not the same as in South Korea e.g. solely focusing on Google in your Korean SEO strategy will not get you the most success
- Therefore, consider forming a digital strategy for Naver and for social consider Kakaotalk
- When analysing site traffic, be aware that around 20% of users are declining cookies

# ADDITIONAL RESOURCES

- <https://www.koreatravelpost.com/korean-holidays/>
- <https://ling-app.com/ko/important-dates-in-korean-calendar/>



# THANK YOU FOR READING



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

**Get in touch with us today!**



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

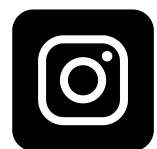


[hello@serps-invaders.com](mailto:hello@serps-invaders.com)



+44 (0)7989 332 382

**Follow us**



**Serps Invaders**