

# 62 SOCIAL MEDIA TIPS FROM AROUND THE WORLD



How to Target 20  
Major Countries  
Through Social  
Media

A publication of

HubSpot



## HUBSPOT'S ALL-IN-ONE MARKETING SOFTWARE

... brings your whole marketing world together in one, powerful, integrated system.

- ✓ **Get Found:** Help prospects find you online
- ✓ **Convert:** Nurture your leads and drive conversions
- ✓ **Analyze:** Measure and improve your marketing
- ✓ **Plus** more apps and integrations

[Request A Demo](#)

[Video Overview](#)



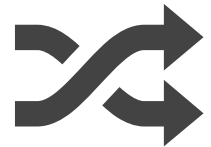
EMAIL  
MARKETING



SOCIAL  
CONTACTS



CONTACTS  
DATABAST



WORKFLOWS



SMART FIELDS

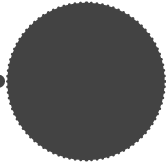


ANALYTICS



## IS THIS BOOK RIGHT FOR ME?

Not quite sure if this ebook is right for you? See the below description to determine if your level matches the content you are about to read.



### **INTRODUCTORY** ◀..... *This ebook!*

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.



### **INTERMEDIATE**

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.



### **ADVANCED**

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.



## 62 SOCIAL MEDIA TIPS FROM AROUND THE WORLD

By Elicia Chen

Elicia is an inbound marketer at HubSpot, a marketing software company in Cambridge, MA. She is a member of the international marketing team, where she creates content for a global audience, drives traffic from outside the U.S., and generates leads for HubSpot. Elicia is also a regular contributor to the HubSpot blog where she writes about various topics across inbound marketing.



**FOLLOW ME ON TWITTER**  
[@ELICIACHEN](https://twitter.com/ELICIACHEN)



## TIPS FROM COUNTRIES

---

AUSTRALIA /7

BELGIUM /13

BRAZIL /17

CANADA /23

CHINA /29

DENMARK /33

FINLAND /37

FRANCE /41

GERMANY /47

IRELAND /54

INDIA /60

ITALY /65

JAPAN /70

NETHERLANDS /74

NORWAY /78

RUSSIA /83

SPAIN /89

SWEDEN /95

UNITED KINGDOM /100

UNITED STATES /107



“ *Being a successful international marketer means more than just translating your content.* ”

By now you recognize that social media is an integral part of your online marketing strategy. Social media platforms let you establish your brand and engage with your audience. The same idea applies if you want to tackle a new market abroad.

Yet, there are over 15 major social media sites used across the world, each with its own audience and a unique set of capabilities. In today's cyberworld, being a successful international marketer means much more than just translating your content. How do you know which social media platforms to use, who uses each of them, and how to properly engage with those audiences' cultural customs and habits?

This ebook will help you answer those questions. Read on to see the 62 most valuable tips from 20 social media savvy countries.

COUNTRY 1

.....  
**AUSTRALIA**



# TOP SOCIAL NETWORKS:

1. Facebook
2. LinkedIn
3. Twitter







# FOCUS ON SOCIAL ENDORSEMENTS.

71% of Australians read other consumers' opinions and discussions about brands online.



24% of Australian consumers say they use social media to make purchase decisions.





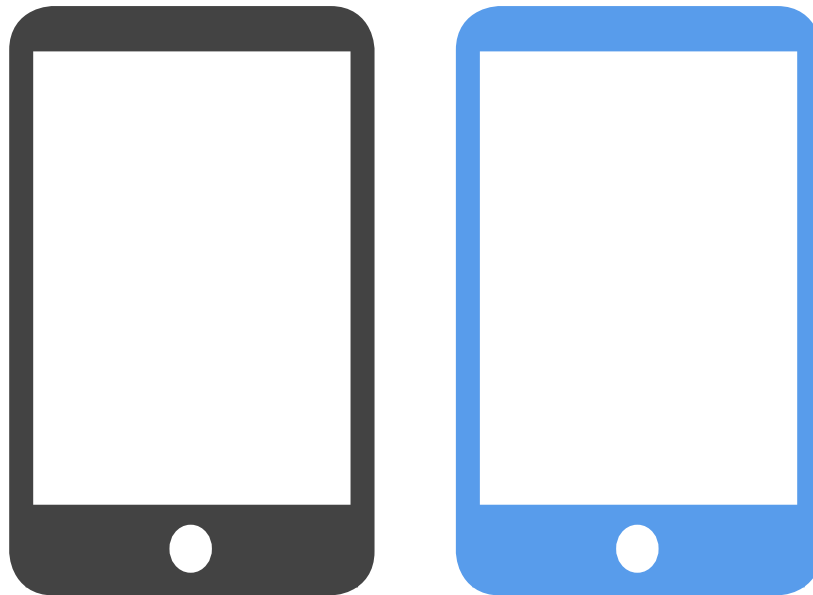
## POST AT NIGHT.

Of all online-connected Australians, more than **one in five** shop or browse online between 6pm and 10pm.



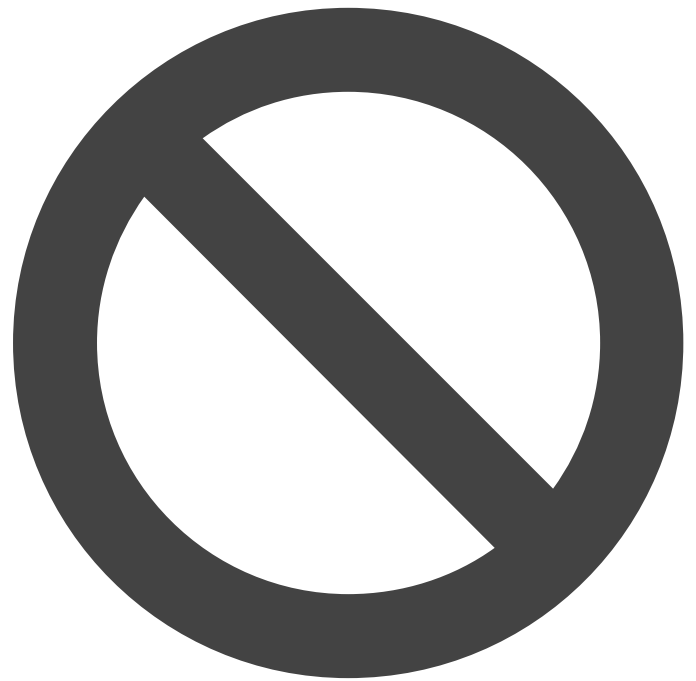
# OPTIMIZE FOR MOBILE.

26% of daily media consumption by Australians takes place on mobile devices.



# KNOW YOUR AUDIENCE WELL AND CREATE TARGETED CAMPAIGNS.

60% of consumers have ceased engagement with multiple brands because of poorly targeted communications.



COUNTRY 2

**BELGIUM**



# TOP SOCIAL NETWORKS:

1. Facebook
2. Badoo
3. Twitter



## TEST FOR OPTIMAL LANGUAGES

Belgians use Dutch, French, German, and English.

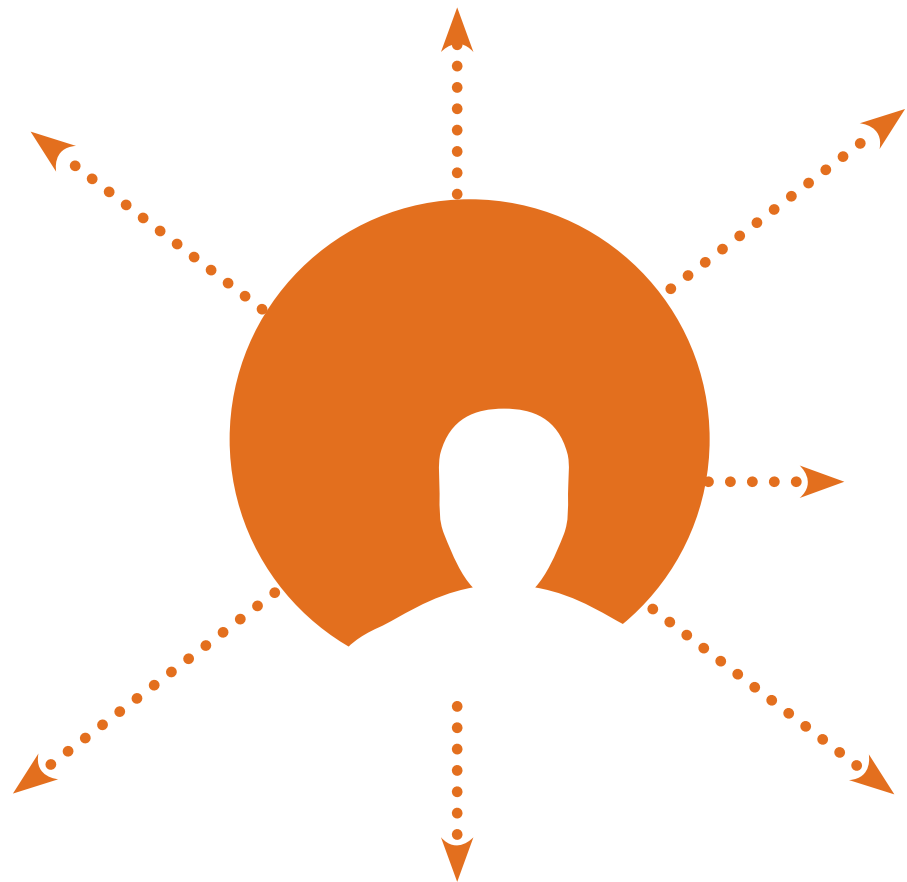
Test using these [different languages](#) to see which gets the most engagement, and stick with that.



## BE AN INDUSTRY LEADER.

Belgium has a population of 10 million, but few brands have a Belgian-specific social media presence. There is a great opportunity to become a **market-leader**.

Especially since **77% of the population** between 16 and 75 years old go online every day.





COUNTRY 3

**BRAZIL**



# TOP SOCIAL NETWORKS:

1. Facebook
2. Orkut
3. Badoo



# SPEAK PORTUGUESE.

Brazil speaks  
**Portuguese**  
(not Spanish),  
so don't greet  
with "Hola."

Use "Oi"  
as a casual  
greeting.

Use "Olá"  
as a formal  
greeting.



# DON'T IGNORE LATIN AMERICA.

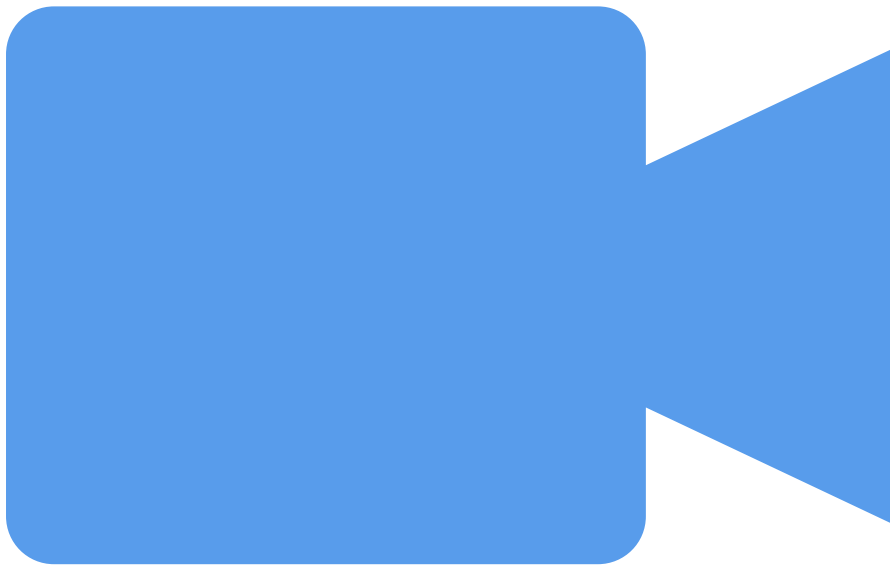
It has the fastest-growing online population of any global region.

Brazil is the **7th largest Internet market globally**, with 46.3 million people online (up 16% since 2011).



## FOCUS ON VIDEO.

Viewing online video is now the top online activity in Brazil. In December 2011, Brazilians viewed more than 4.7 billion online videos.



This was a **74% increase** from the previous year.



## USE DISCOUNTS & CONTESTS AS OFFERS.

Users see social media as a good source to learn about brand experiences, so gamifying the product research/discount process could prove beneficial.

81% of Brazilians use social media to look for new products, and more than **75% look for special discounts.**



COUNTRY 4

CANADA



# TOP SOCIAL NETWORKS:

1. Facebook
2. LinkedIn
3. Twitter





# START THE CONVERSATION.

Canadian businesses are lagging behind U.S. businesses in taking advantage of conversational marketing, so take advantage of the gap and be a market leader.



# TARGET OLDER AUDIENCES.

Canadians 55 years old and up have been the largest drivers of social networking growth in the country.



They have experienced a nearly 50% growth in total social networking visits. In contrast, users younger than 17 saw an 18% reduction in total visits.



# OPTIMIZE FOR MOBILE.

32% of Canada's population will have the ability to access the web on a smart device by the end of 2012.



# POST FREQUENTLY.

30% of  
Canadians now  
use social media  
daily, as opposed  
to 19% in 2012.



COUNTRY 5

CHINA



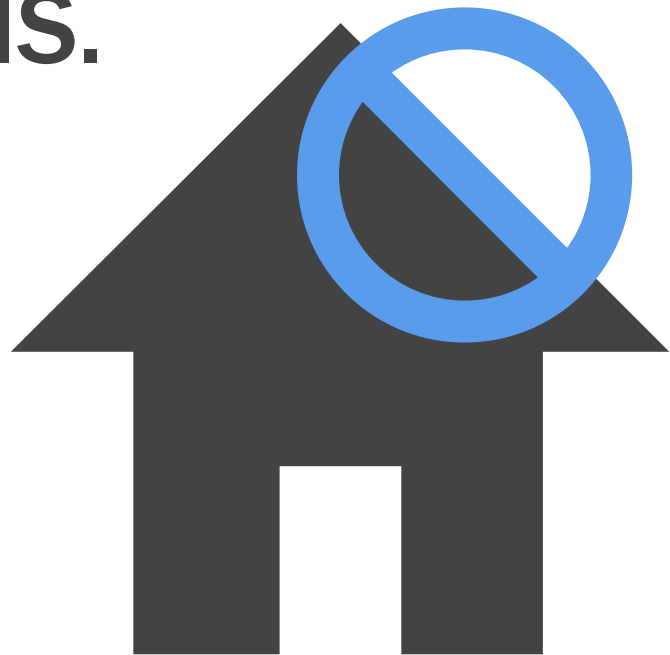
# TOP SOCIAL NETWORKS:

1. Qzone
2. Tencent Weibo
3. Sina Weibo



# UNDERSTAND YOUR LIMITATIONS.

The Chinese government has made it **virtually impossible** for outside players to enter China-specific social networks.

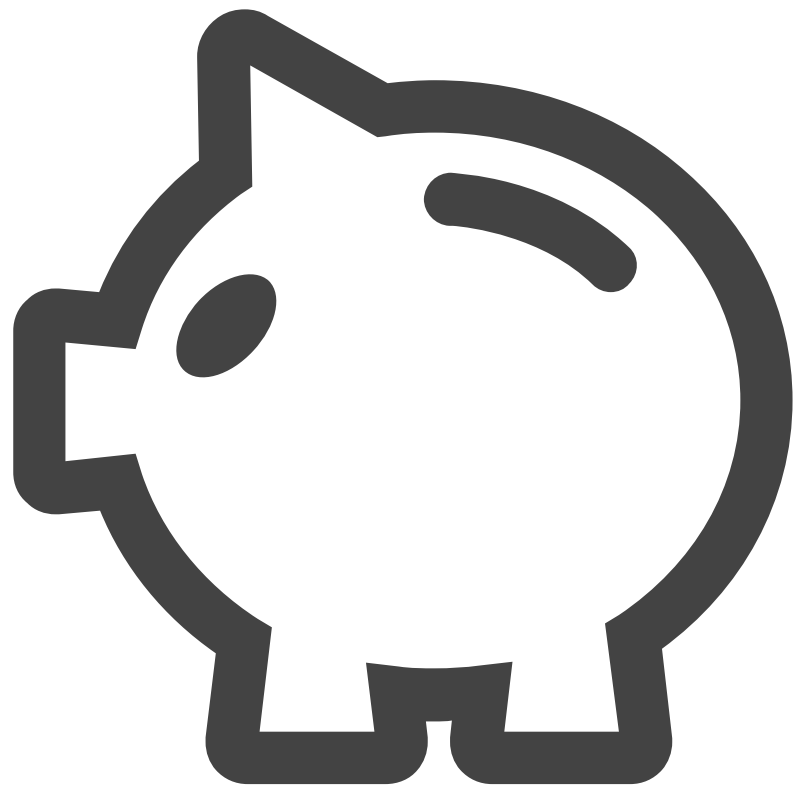


Some consumers use VPN (virtual private network) that allows them to access sites like Facebook, but many do not so reach is limited.



# ENCOURAGE USER-GENERATED CONTENT.

Chinese users are **three times more likely** as Americans to make a purchasing decision based on user-generated content on social networks, such as blog posts or comments.





COUNTRY 6

---

# DENMARK



# TOP SOCIAL NETWORKS:

1. Facebook
2. LinkedIn
3. Badoo



## FOCUS ON FACEBOOK.

Facebook is by far the most popular social media site in Denmark. **51% of Denmark's population** uses Facebook. LinkedIn trails far behind at 8% and Twitter at only 3%.



## DON'T FOCUS ON TWITTER (YET).

Twitter's growth has been impressive, but engagement is low: **an elite 625 members creates half the tweets.** It's a platform worth watching, but not yet an effective marketing channel.



COUNTRY 7

FINLAND



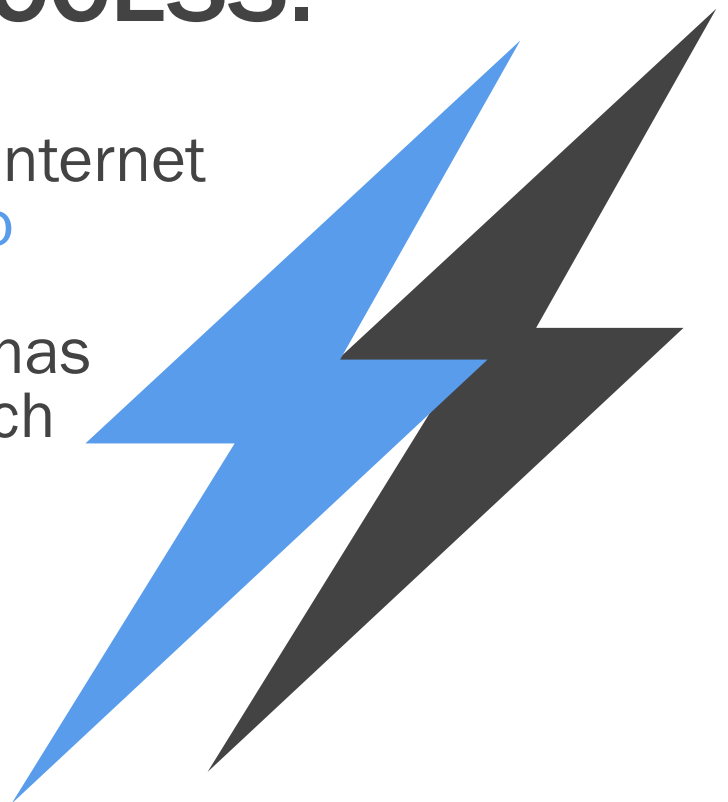
# TOP SOCIAL NETWORKS:

1. Facebook
2. LinkedIn
3. Twitter



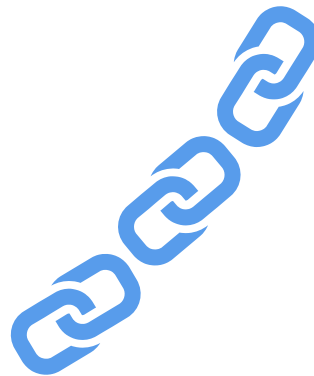
## GET EASY ACCESS.

Having high-speed internet is a **LEGAL RIGHT to Finland citizens**, so internet marketing has the potential to reach a large audience.



## FOCUS ON FACEBOOK.

Although Twitter and LinkedIn are gaining in popularity and user base, **Facebook is still the preferred platform** for social media users when it comes to interacting with companies and brands.





COUNTRY 8

FRANCE



# TOP SOCIAL NETWORKS:

1. Facebook
2. Badoo
3. Skyrock



## USE FRENCH.

If you want to generate positive engagement from your French audience...



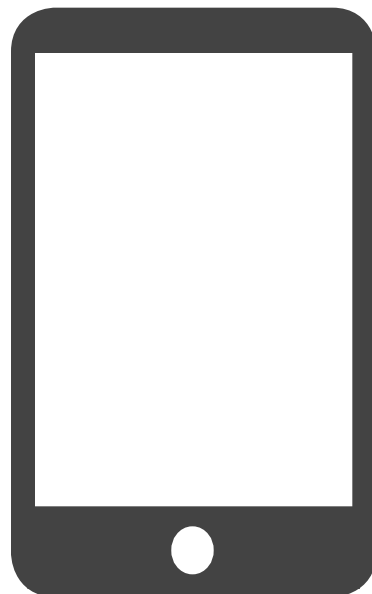
Speak to them  
in **French.**



# OPTIMIZE FOR MOBILE.

By 2014, France will trail only behind the UK in percentage of population accessing social networks on mobile (within European countries).

**31% of the time**  
French users spend on mobile apps are spent on social networks.





# MOBILE OPTIMIZE WITH SHORTER, SMARTER FORMS

Your prospects, leads, and customers should never have to fill out the same form twice. HubSpot introduces a long requested feature that can hide form fields if someone has already given you that information. In other words, HubSpot makes your forms smarter.

The screenshot shows a mobile form interface titled "My New Form" with a "Save Changes" button in the top right. The form contains four input fields: "First Name \*", "Last Name \*", "Email \*", and "Phone Number \*". The "Phone Number" field is highlighted with a blue hatched background and a "Smart Field" label with a plus icon. Below the fields are "Submit" and "Edit Button Text" buttons.

[SEE DEMO](#)

[READ MORE](#)

- ✓ **Hide Fields:** Set “smart” fields on each form to hide them from leads who have already filled them out.
- ✓ **Convert:** Shorter forms mean higher conversions.
- ✓ **Capture:** Keep your forms as brief as possible, without losing any vital information.

# CHOOSE SOCIAL MEDIA SITES OVER BLOGS.



In France, social networks are more popular than blogs. In fact, social networks account for **a fifth of the time spent online** in France.



COUNTRY 9

---

# GERMANY



# TOP SOCIAL NETWORKS:

1. Facebook
2. Wer-kennt-win
3. Xing





## ENGLISH IS OK.

Most Germans do understand English. They will, however, appreciate efforts to  **speak German.**

So at the very least say an occasional...



*“Guten tag!”*



# PARTICIPATE IN GROUPS & FORUMS.



Germans are very active in **forums** and **Xing groups**, so it's a good place to personally connect.



# CLARIFY YOUR INTENTIONS.

German users are particularly concerned with security issues and are cautious towards social media. So if you have a call-to-action form, reiterate your no-spam policy.





# INCREASE YOUR SUBMISSIONS RATE WITH SMART FORMS

Make it as easy as possible for your prospects, leads, and customers to respond to your calls-to-action. HubSpot introduces a long requested feature that can hide form fields if someone has already given you that information. In other words, HubSpot makes your forms smarter.

The screenshot shows a web form titled "My New Form" with a "Save Changes" button in the top right. The form contains four input fields: "First Name \*", "Last Name \*", "Email \*", and "Phone Number \*". The "Phone Number" field is highlighted with a blue and white striped background and a magnifying glass. A "Smart Field" icon (a plus sign in a circle) is visible next to the "Phone Number" field. At the bottom of the form, there are "Submit" and "Edit Button Text" buttons.

[SEE DEMO](#)

[READ MORE](#)

- ✓ **Hide Fields:** Set “smart” fields on each form to hide them from leads who have already filled them out.
- ✓ **Convert:** Shorter forms mean higher conversions.
- ✓ **Capture:** Keep your forms as brief as possible, without losing any vital information.

# BEWARE OF FREQUENT CHANGES.

Culturally speaking, German audiences are known to be habitual and **hesitant toward change**. Be mindful of that when you consider updating your user interface or social media delivery.



COUNTRY 10

---

# IRELAND



# TOP SOCIAL NETWORKS:

1. Facebook
2. Twitter
3. LinkedIn



# FOCUS ON SOCIAL ENDORSEMENTS.

67% of Irish people research brands/products on social media, so entice customers to review your products with promotions.

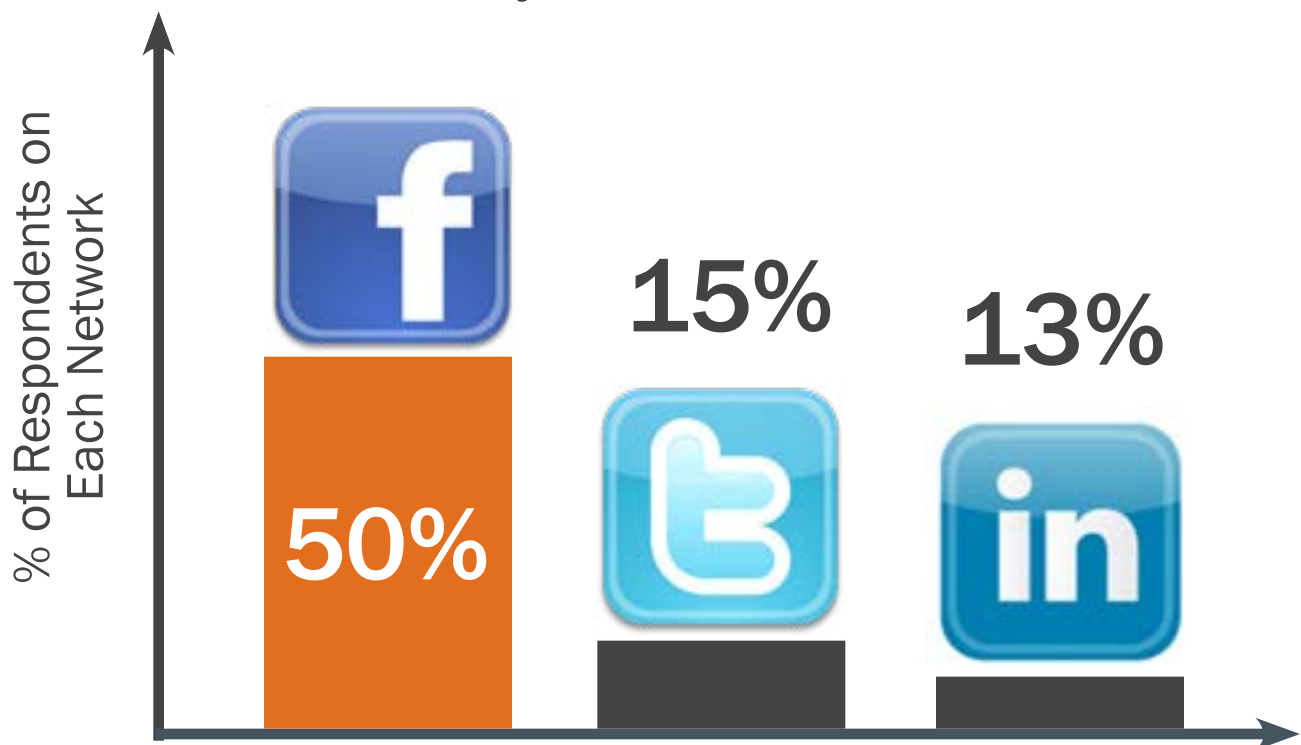
74% of Irish users writing about brands do so because of a special offer.

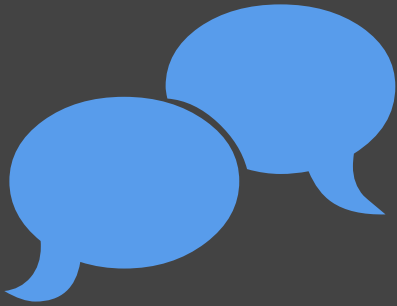




## FOCUS ON FACEBOOK.

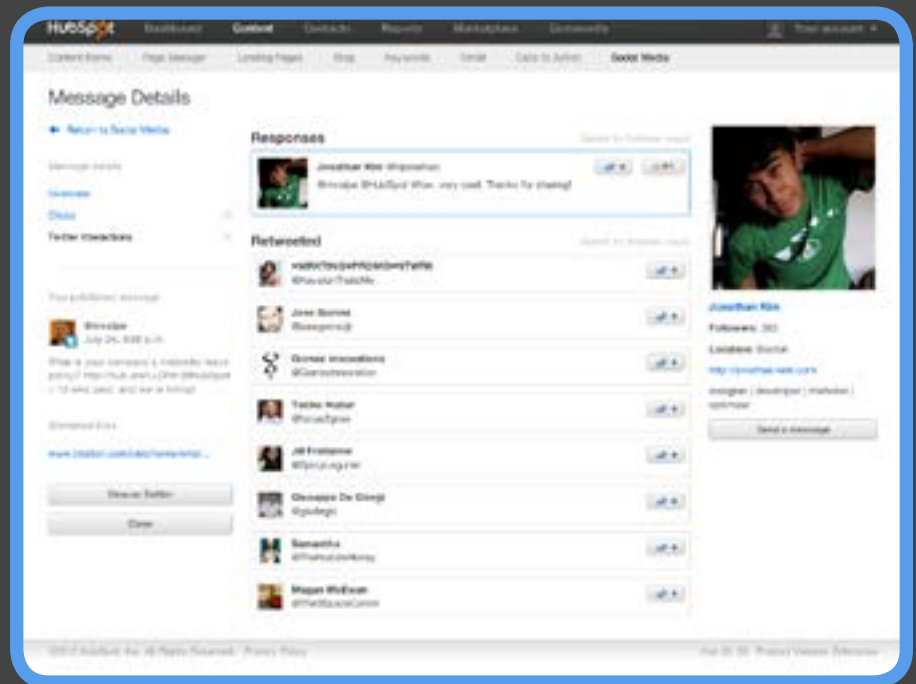
A 2012 survey showed that **77% listed Facebook** as their preferred social network. Only 7% preferred Twitter, next on the list. Here are similar results from another survey:





# TURN FACEBOOK INTO A POWERFUL SOCIAL CHANNEL

Are you tracking every Facebook interaction you have with your leads? HubSpot not only lets you track every click on a link in a social message, it also lets you use that data to segment leads and trigger emails. Welcome to the first social media tracking system of its kind.



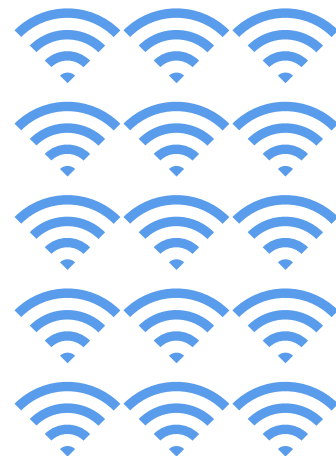
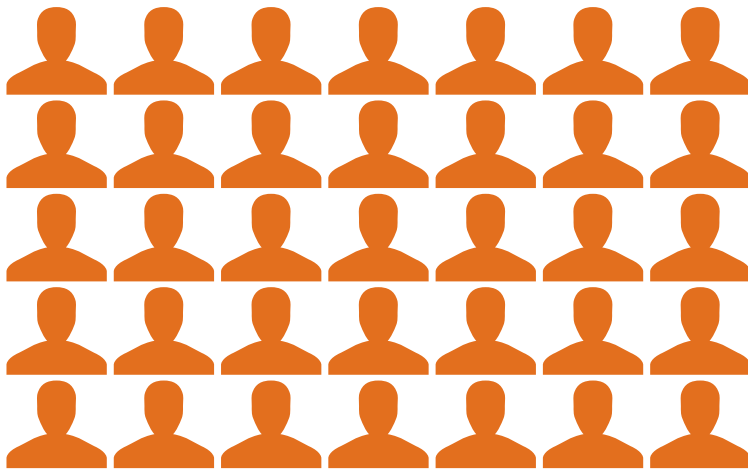
[SEE DEMO](#)

[READ MORE](#)

- ✓ **Lookup:** Automatically look up social information for your leads.
- ✓ **Listen:** Listen to chatter and track clicks on all of your social posts.
- ✓ **Segment:** Segment your leads based on the social activity.
- ✓ **Trigger:** Trigger emails, update profile information, and adjust your lists based on social interactions.

# OPTIMISE FOR MOBILE

35% of people access social media mostly on their smart phones.



COUNTRY 11

INDIA



# TOP SOCIAL NETWORKS:

1. Facebook
2. LinkedIn
3. Orkut





# POST AT NIGHT.

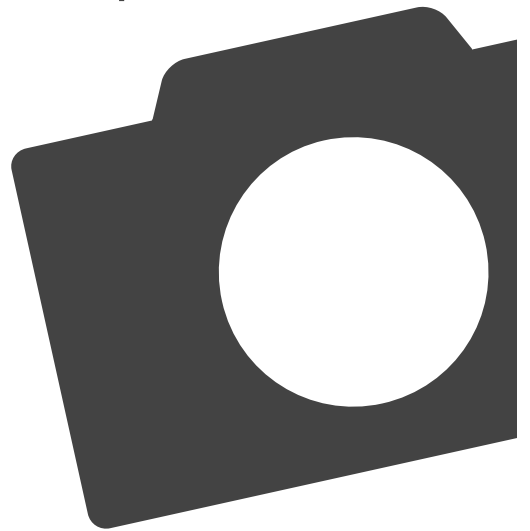
Most of the social networking activities occur between **6pm and 10pm**, after business hours.



# LEVERAGE GAMES, APPS & PHOTOS.

Indian users spend the most time on Facebook using [interactive games and applications](#), followed by time spent on viewing photos.

Leverage those to capture audience attention.





# FOCUS ON FACEBOOK AND ORKUT.

Together, Facebook and Orkut cater to about 90% of Indian social media users.

90%





COUNTRY 12

ITALLY



# TOP SOCIAL NETWORKS:

1. Facebook
2. Badoo
3. Twitter



## SPEAK ITALIAN.

Italian is the [fourth most used language on blogs](#), so you must translate your content to engage this audience.

Italian users typically have a low online participation rate, but they are more likely to interact with you online if there is no language barrier.



# OPTIMIZE FOR MOBILE.

One key area of growth this year is in mobile internet users.

One-third of all mobile users will [access internet on their phones.](#)



# DON'T FOCUS ON INTERACTION RATE.

Italian users prefer to absorb information than to interact online, so a successful Facebook company page can have 100,000+ fans but less than 50 comments.



COUNTRY 13

---

# JAPAN



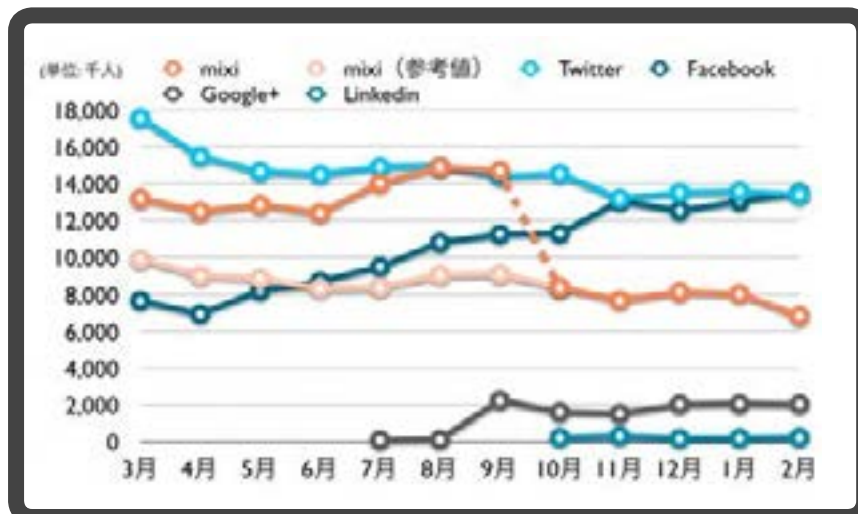
# TOP SOCIAL NETWORKS:

1. Facebook
2. Twitter
3. Mixi



# FOCUS ON FACEBOOK AND TWITTER.

Following the earthquake of March 2011, [Facebook and Twitter have replaced Mixi](#) as the main platforms. Japan was Facebook's second biggest growth market last year after Brazil, although for now penetration is low: only 10% of internet users are on Facebook.





## DON'T FOCUS ON GOOGLE+.

In Japan, many users use Yahoo's search engine, so Google+ doesn't help as much with SERP. However, Google+ does tend to attract niche users such as techies and marketers.



COUNTRY 14

---

# NETHERLANDS



# TOP SOCIAL NETWORKS:

1. Facebook
2. Hyves
3. Twitter



# PROMOTE QUALITY CONTENT ON TWITTER.

Dutch Twitter users are [the most active in the world](#) when it comes to posting and following on Twitter. So they will help promote your message if it's good!





# USE LINKEDIN IF YOU ARE A B2B COMPANY.

Netherlands ranks [#4 in the world](#) for number of small business professionals on LinkedIn, so engage with businesses in LinkedIn Answers.



## JOIN A COLLABORATIVE BLOG.

Instead of building your own company blog from scratch, consider joining a collaborative blog to [reach a large audience](#). There are many widely-read collaborative blogs in the Netherlands and most welcome new contributors.



COUNTRY 15

---

# NORWAY



# TOP SOCIAL NETWORKS:

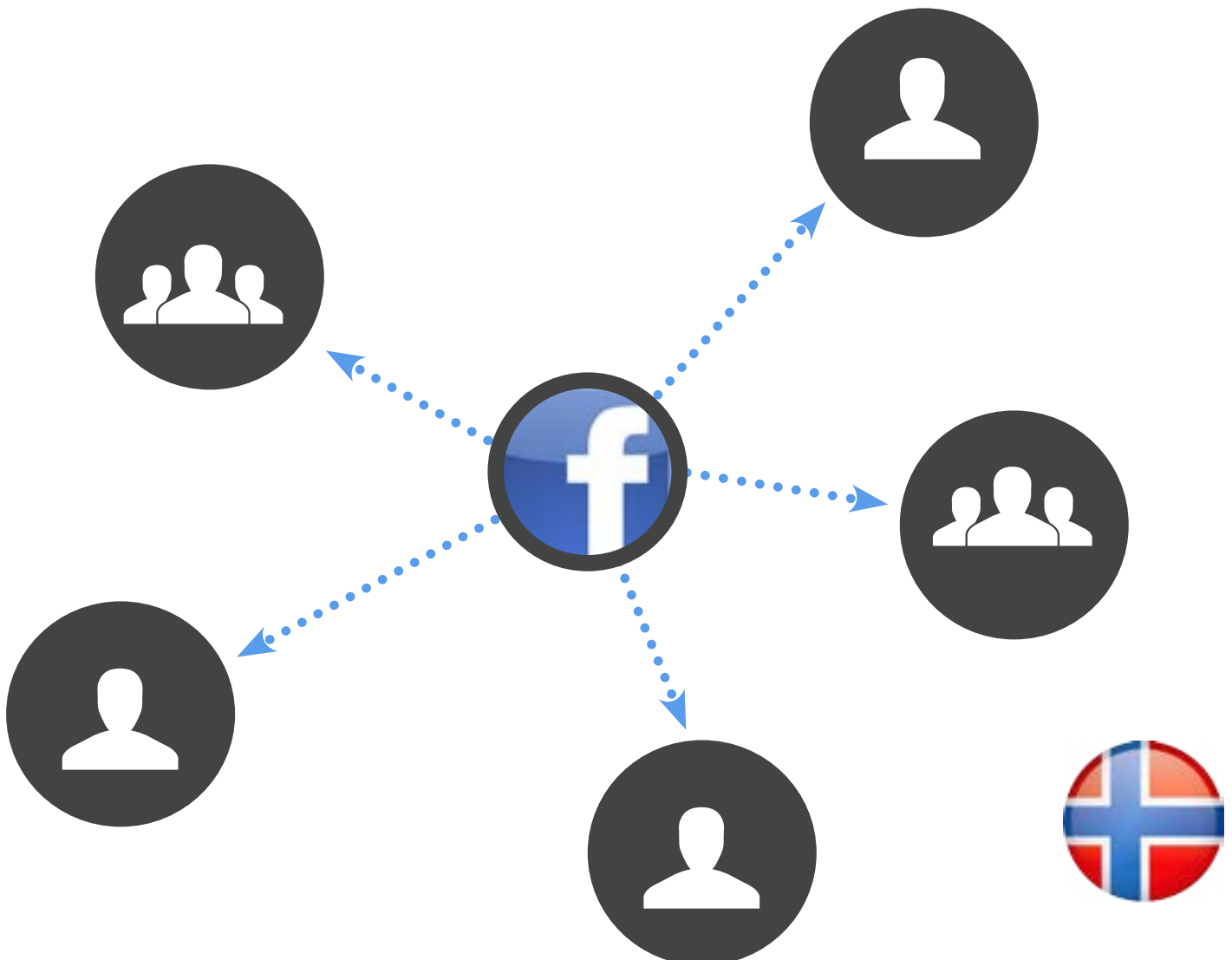
1. Facebook
2. LinkedIn
3. Twitter





# FOCUS ON FACEBOOK.

Facebook is by far the most widely used social media channel with **57.6% of the population as users.**



# TAKE ADVANTAGE OF THE ECOMMERCE SURGE.

Online shopping is becoming increasingly more popular. 76% of the population now participates in ecommerce.

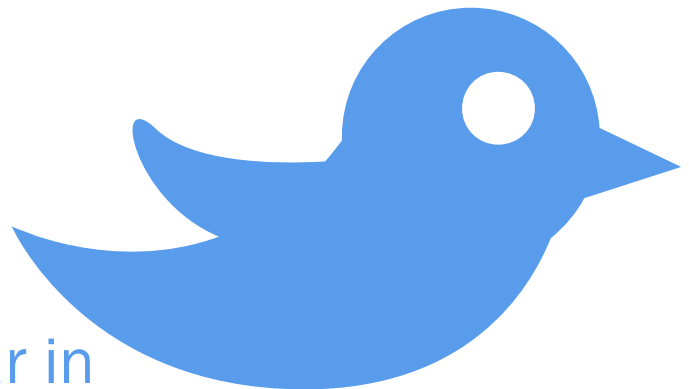


Combined with the rise in social media use, especially among **women and older age groups**, this trend presents great opportunities for businesses.



# USE TWITTER, TUMBLR, & PINTEREST TO TARGET YOUNGER USERS

Twitter, Tumblr and Pinterest are particularly popular in the under 30 crowd, whereas LinkedIn tends to attract users with higher education and income.



Keep in mind these networks' user base is much smaller than Facebook's, but they are strong among forerunners in media and technology.



COUNTRY 16

---

# RUSSIA



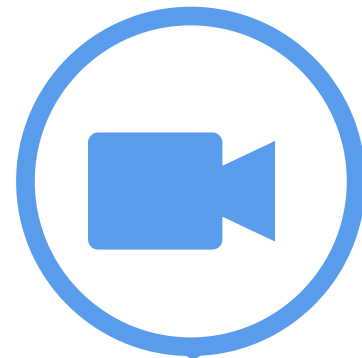
# TOP SOCIAL NETWORKS:

1. Odnoklassniki
2. V Kontakte
3. Facebook



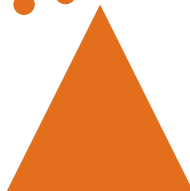
# OPTIMISE V KONTAKTE FOR MEDIA & VIDEO CONTENT.

Users are accustomed to streaming music or movies on v Kontakte, *spending on average 20 min/day* (compared to three min/day on Facebook).



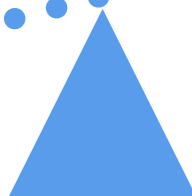
# TARGET EARLY ADOPTERS WITH FACEBOOK.

Facebook users tend to **have money and are young and global-minded**. Younger users with weaker purchasing power tend to use VKontakte.



# TARGET THE 25-35 YEAR OLD CROWD WITH ODNOKLASSNIKI.

The Odnoklassniki market is declining as these users migrate to VKontakte and Facebook, but for now there is still [a loyal following and users spend more time here daily](#) than on VKontakte or Facebook.





COUNTRY 17

---

# SPAIN

# TOP SOCIAL NETWORKS:

1. Facebook
2. Tuenti
3. Badoo



# SPEAK SPANISH.

If you're serious about engaging a Spanish audience, you must speak **Spanish**.

Also keep in mind that Catalan is a separate language, spoken only in certain regions.



# TARGET COLLEGE STUDENTS/RECENT GRADS WITH TUENTI.

Tuenti is associated with a young audience, **mostly in the 18 to 24 age range**. Other age groups use Facebook more, especially the 25 to 30 age group.



# TARGET HEAVY USERS WITH FACEBOOK.

If your audience members tend to be very social media savvy and are heavy users, focus on Facebook.



The leading social giant has [six million registered users](#) in Spain. It is the network preferred by most heavy users.



## TARGET LIGHT USERS WITH YOUTUBE.

To engage users who only use social media occasionally, focus on putting video content on YouTube, which has **close to eight million registered users in Spain.**



It is the preferred network for light users.



COUNTRY 18

---

# SWEDEN



# TOP SOCIAL NETWORKS:

1. Facebook
2. Twitter
3. LinkedIn





# LEVERAGE SOCIAL MEDIA FOR PR

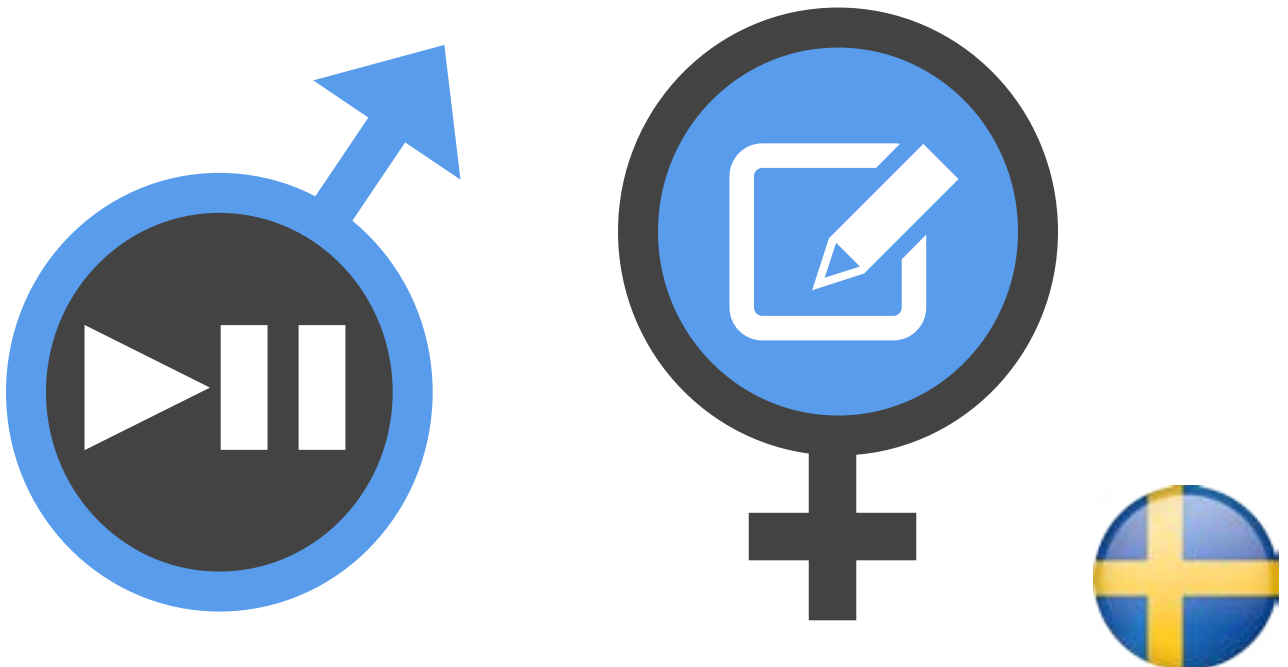
Be active on social media since **91% of Swedish journalists use social media in their work.**

71% of them use it to find ideas for new stories.



# CHOOSE THE PLATFORM TO ADVERTISE BASED ON GENDER.

When examining [time spent on social media in Sweden](#), studies found that young men are mostly playing computer games while young women are reading books for pleasure and blogging.



## ENGLISH IS OKAY.

There is not much of a language barrier since **most Swedish sites are in English**, and Swedish-language sites can easily be translated with one click.



Eng

Thus, global sites such as Facebook have a strong and local appeal in Sweden.



COUNTRY 19

---

# UNITED KINGDOM



# TOP SOCIAL NETWORKS:

1. Facebook
2. Twitter
3. LinkedIn



# USE BRITISH ENGLISH.

Color is colour, favorite is favourite, optimize is optimise, and so on. Don't undervalue the switch of a letter; they'll love you for getting it right.



## USE BRITISH HUMOR.

The UK audience responds well to **humorous and witty posts**, so mix some funny content in with the educational content.



# OPTIMISE FACEBOOK IF YOU'RE A HIGH-VALUE BRAND.

Within the 30 million unique UK users, 95% are adults (mostly 25-34 year old) and **64% make more than £30k.**

Within the 30 million users, the most represented income bracket is the £30k-£49,999 group (42% of users), followed by the £50k plus bracket (22% of the users).

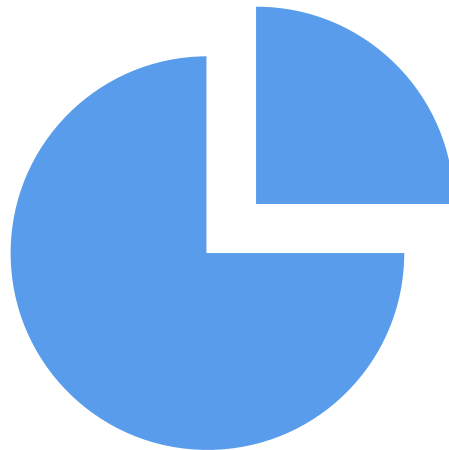






# HAVE THE FACTS.

The UK audience can be **skeptical**, so make sure you can always back up your claims with facts, stats, and sources.



COUNTRY 20

UNITED STATES



# TOP SOCIAL NETWORKS:

1. Facebook
2. Twitter
3. LinkedIn





# USE YOUTUBE TO ENTERTAIN & EDUCATE YOUR AUDIENCE.

Videos allow you to [interact with your audience](#) in a more personal way. Be sure to embed your videos on your blog and social networks to increase reach.



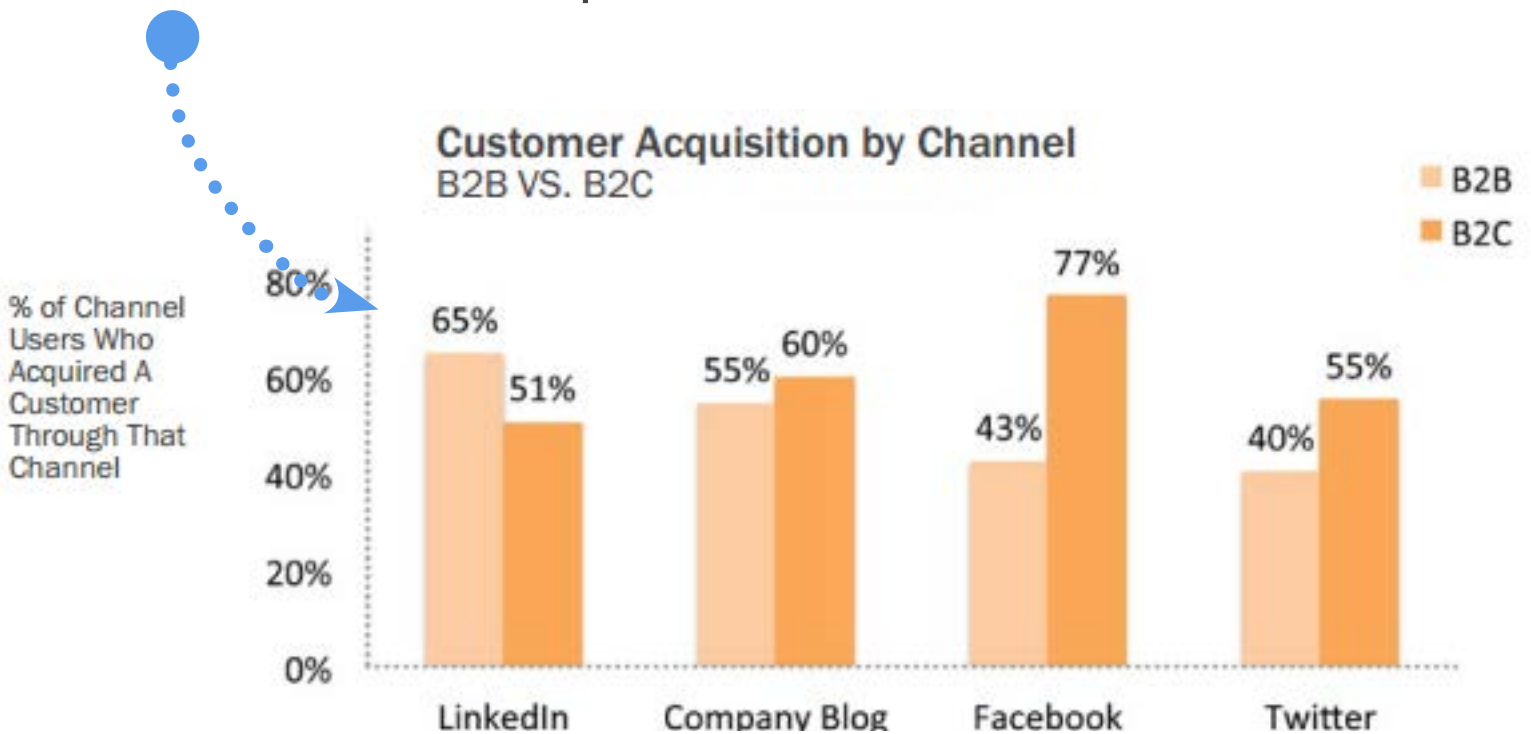
In addition, Google owns YouTube so your videos will be indexed in organic search.





# LINKEDIN IS BETTER FOR B2B COMPANIES.

65% of B2B respondents acquired a customer through LinkedIn, while Facebook and Twitter are more effective for B2C companies.





# POST YOUR CONTENT TO GOOGLE+ FOR SEO.

Even though Google+ is not as actively used as the top three social networks, getting +1's will help your content rank well in SERP.





## ENGAGE ON QUORA.

Quora users ask specific questions related to their businesses. Browse questions to identify needs and answer them to [position your company as an industry thought leader](#).

If you have educational lead-generation content that is relevant to a question, even better! Link to your content in the conversation and capture Quora users as leads.







# GET MORE TRAFFIC FROM SOCIAL MEDIA

See the HubSpot marketing tools in action. Get the right audience to your site.



<http://bitly.com/HubSpot-Demo>