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Why culture matters in international PPC

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What we'll **cover** today

- What is culture?
- Hofstede Cultural dimensions
- Understanding online buying behavior across borders
- How to implement this to your international paid activity?



What is culture?

Culture is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society.

Hofstede cultural dimensions



Power distance

Less powerful members of a society accept and expect that power is distributed unequally.

Individualism vs collectivism

The degree of interdependence a society maintains among its members.

Masculinity vs femininity

The distribution of emotional roles between genders.

Uncertainty avoidance

A society's tolerance for uncertainty and ambiguity.

Long vs short term orientation

Distinguishes between societies that foster virtues oriented toward future rewards versus those focused on the past or present.

Indulgence vs restraint

Measures the extent to which a society allows for the gratification of basic human desires.



Hofstede cultural dimensions

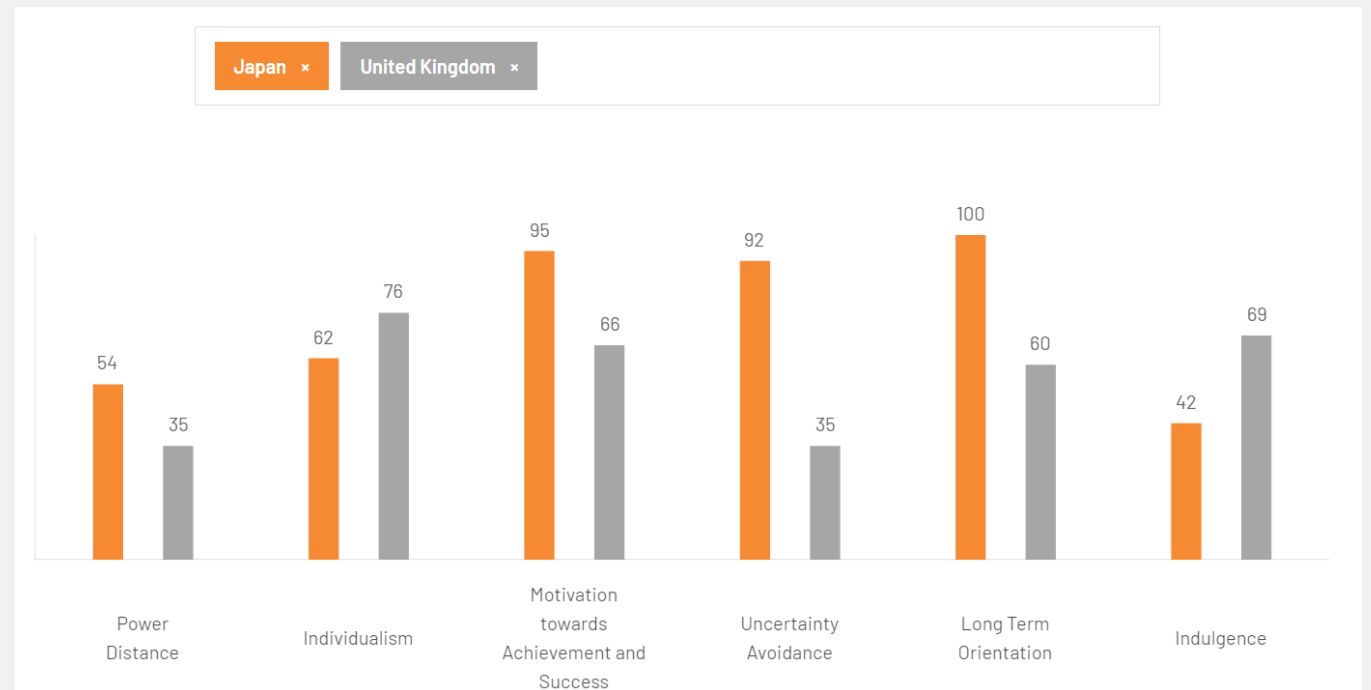
UK vs Japan

Using Hofstede cultural dimensions we can see the ways in which countries are similar or different to each other.

Comparing the UK and Japan as two extreme examples there are significant differences on outlooks based off the different cultures.

Therefore, it is essential to understand these differences and similarities to tailor marketing to be successful when marketing cross border.

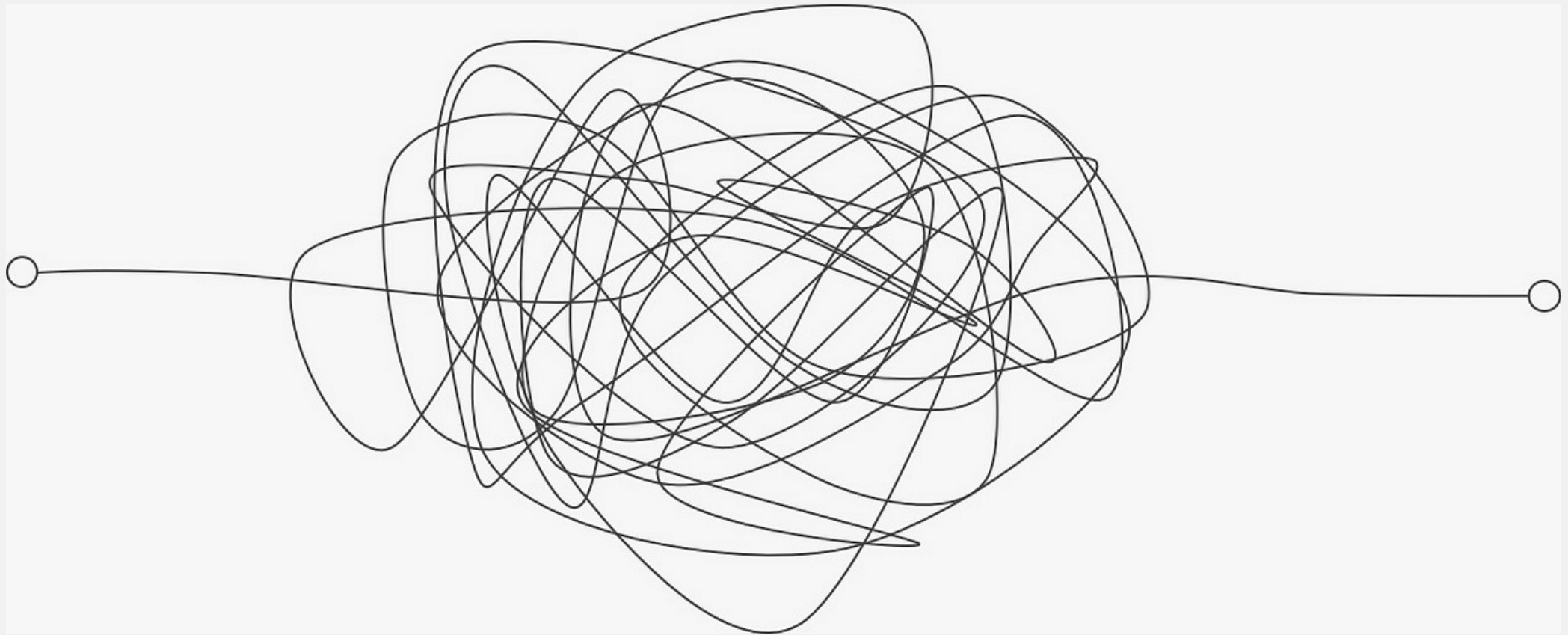
- Motivation for success and achievement is much higher for Japan in comparison to the UK.
- Japan is a very future thinking country with a score of 100 in long-term orientation . Focus on building trust and loyalty over time.
- UK has a higher score in indulgence indicating messaging can be more focused on shorter term value, pleasure and fun.



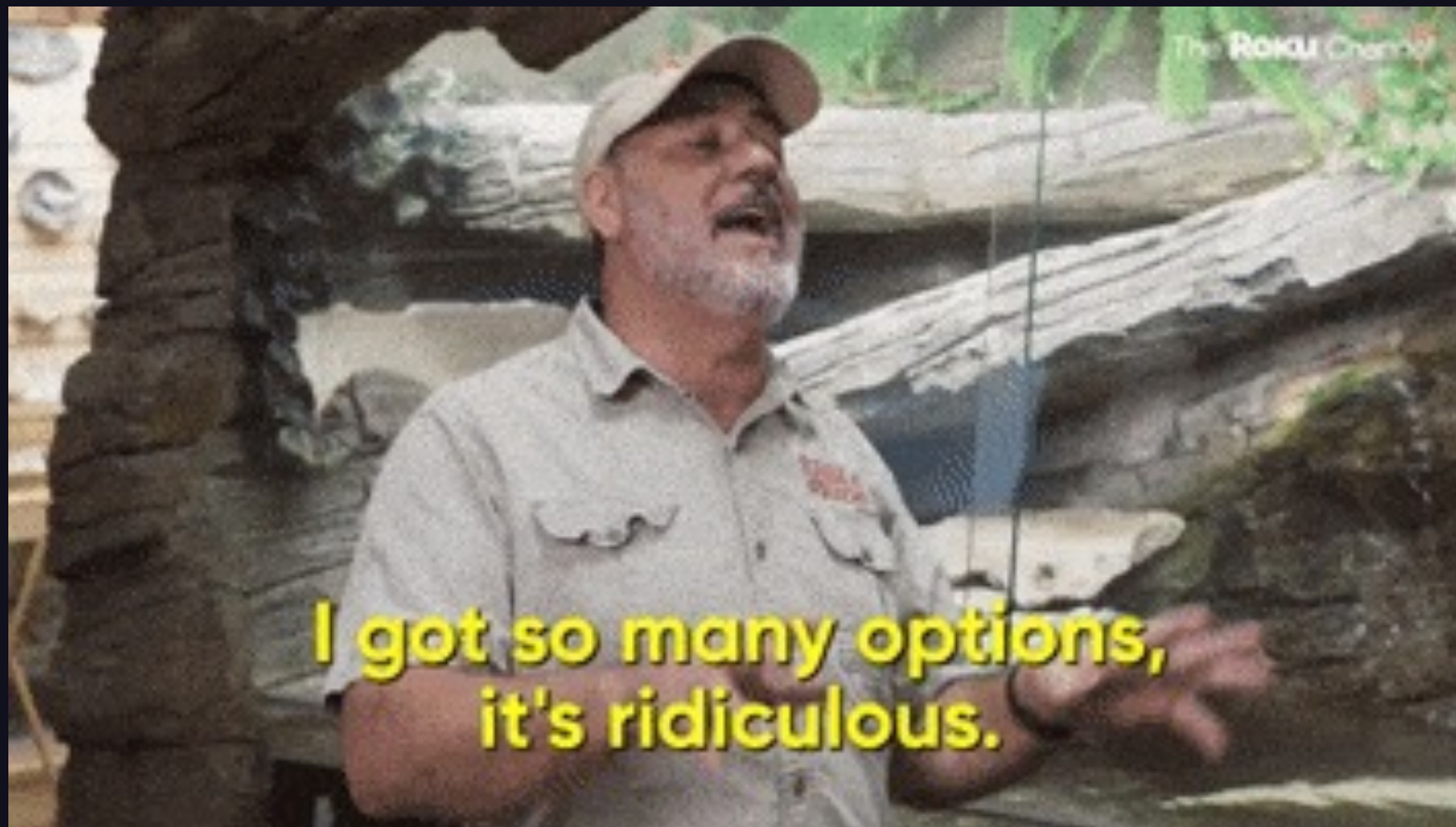
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95% of purchasing decisions are
subconscious

Purchase behaviour is **not** linear



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**I got so many options,
it's ridiculous.**

Payment methods across borders

Payments are an important factor to consider when expanding internationally as every country and region has preferred ways of paying.

Understanding this can help ensure you are giving yourself the best chance to localise the user journey and be successful.

1

Asia-Pacific

- AliPay - China
- WeChat Pay - China
- Afterpay - Australia & New Zealand
- GrabPay - Singapore and Malaysia
- Union Pay - China

2

Europe

- Klarna - UK, Belgium, Spain & Sweden
- Bancontact - Belgium
- BLIK - Poland
- Twint - Switzerland
- Cartes Bancaires - France
- Giocard - Germany
- iDeal - Netherlands

3

LATAM

- PIX - Brazil
- Elo - Brazil
- Boleto - Brazil
- Oxxo - Mexico

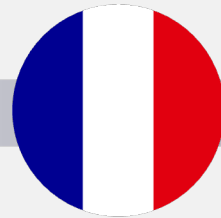
Christmas holiday season

Across every country there are different holiday events that will impact marketing efforts and allow for opportunities to localise content. Below is a snapshot of buying behaviours during the Christmas period around the world.



United Kingdom

- One in 3 Brits plan on starting their gift shopping early
- Britons want to avoid crowds, therefore shop digitally
- Britons are orientated towards price and omnichannel



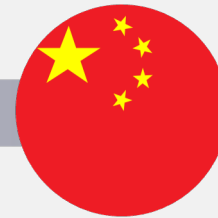
France

- 19% of French shoppers want to shop in store
- Online shopping still remains strong at 49%
- Consumers want fast delivery times



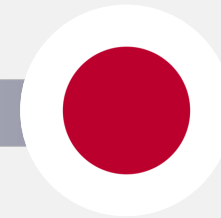
Germany

- Germans take their time for Christmas shopping
- 62% of Germans will shop online for Christmas
- Germans like using click-and-collect and 42% use their mobile phones in physical stores



China

- Primary time to relax in China
- Single's Day and Black Friday are bigger events compared to Christmas
- Christmas is more focused for gifting for couples



Japan

- Christmas is a time for couples
- 46% of Japanese will spend the day as usual
- The first day of sales start after New Year



India

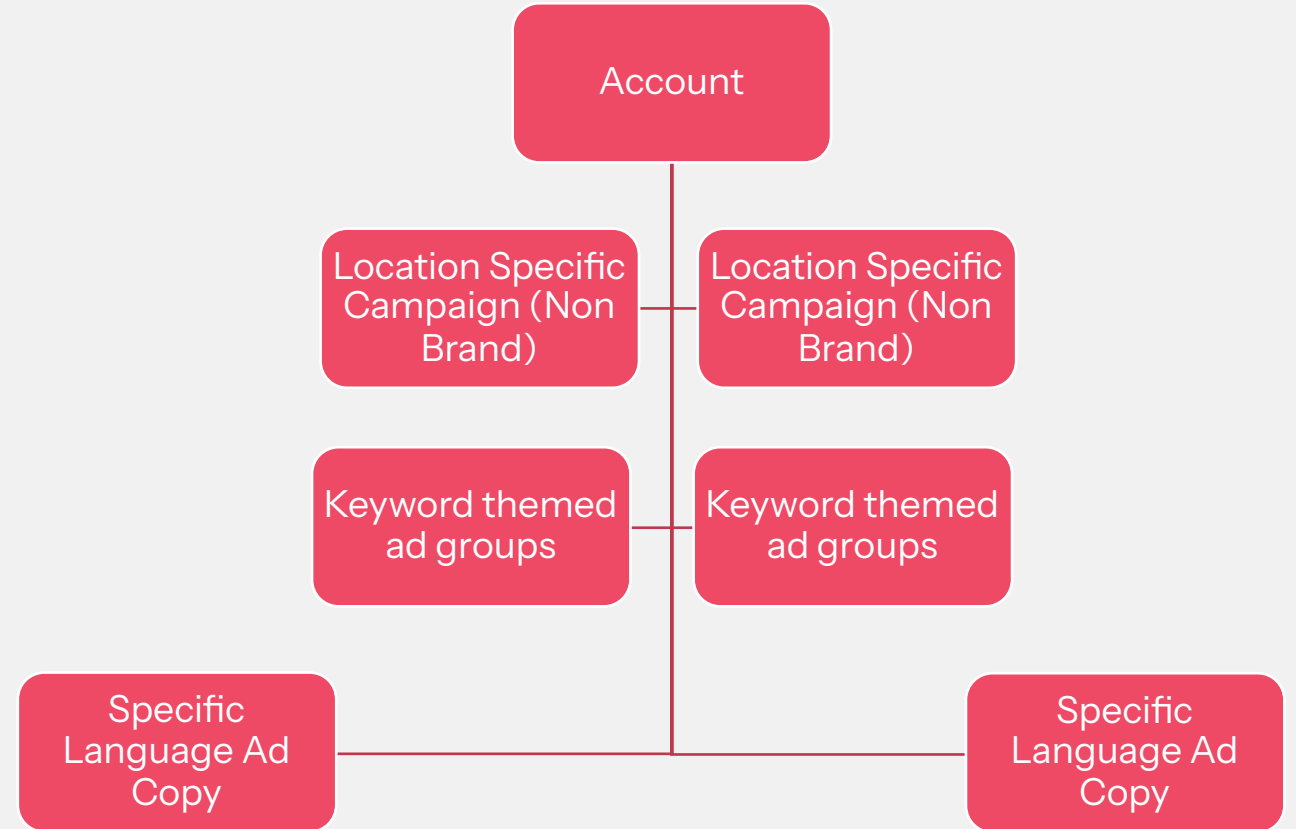
- December 25th is a public holiday
- Diwali is a bigger event for gift giving over Christmas
- Postal codes are in place now allowing for growth (expected to triple in next 5 years)

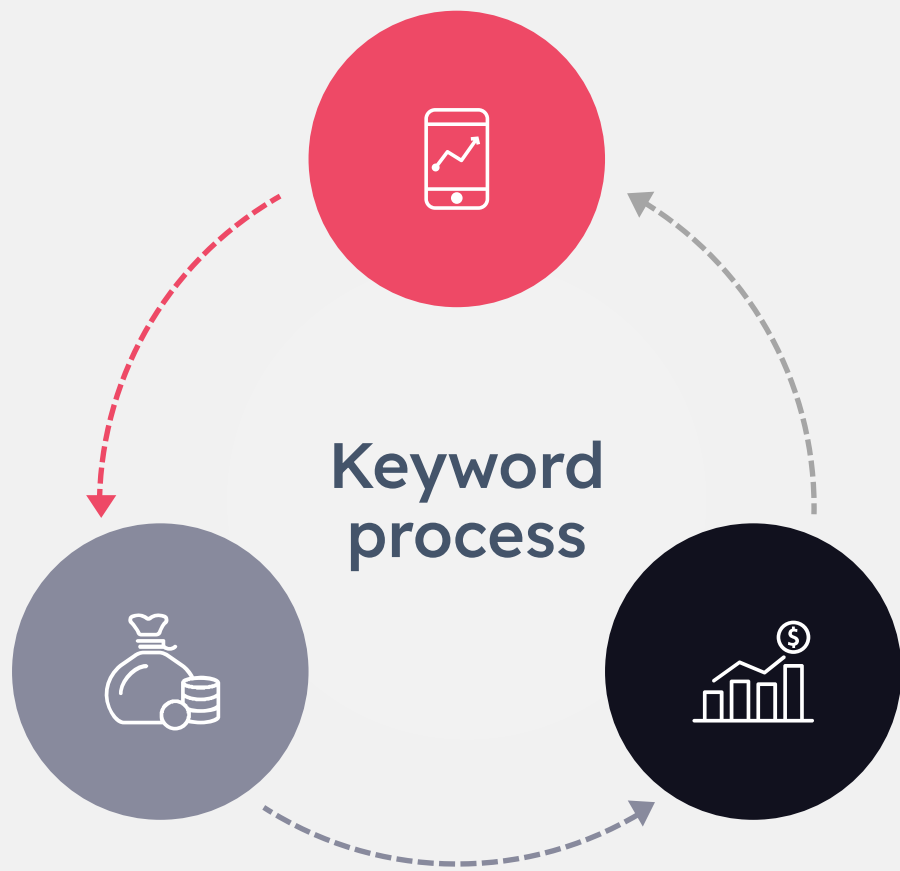
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**What can you
do?**

Account structure

- Have different accounts to deal with time zones and different currencies
- Name everything in a simplified manner by country
- Break out ad groups by themes with relevant keywords
- Make sure to use language specific ad copy
- Add labels if you have a lot of different countries/locations to manage!





Keyword research



Find highest converting terms

- Utilise these converting terms in creatives and across the website.



Pay attention to local nuances

- How are different countries using phrases across countries?



Take time to review search term reports

- What new terms are coming through? Are there certain terms more prevalent such as cheap / discount etc.?

Localised ad copy

1

Spelling

Spelling can differ for the same language across different countries. For example, English.

2

Tailored headlines

Use Hofstede's Cultural Dimensions to help create headlines that appeal to different cultures.

3

Local formats

Make sure to use local formats when writing price etc. Different countries have different ways of communicating.

US: \$1,234.56

Canadian (French): 1.234,56 \$

4

Testing

Test different variations of ad copy across languages to understand what resonates best based on different audiences.

What next?

Review your paid media activity such as ad copy and creatives **along side your website and landing pages.**

- Review nuances in language across countries you cover.
- Understand how Hofstede's Cultural Dimensions can be implemented across paid media ad copy.
- Test this across accounts to understand the impact and continue to build on this.



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