



effective



# Digital Marketing in Japan







# Introduction

**The days no longer exist that you make an excellent product that will sell itself.**

With the rapid development and commercialization of technology, it has become more difficult to distinguish between individual technologies and vendors. Therefore, the importance of corporate perception has greatly increased.

The reliability of the company, its philosophy, solutions, and service to the customer create an overall picture. The number of competitors is also increasing. Failure to communicate your company as a whole will be difficult. "He who does not advertise dies," as the popular saying goes, which as we all know, is usually right.

In the past, companies didn't have to go to great lengths to talk about their products; the products spoke for themselves. "Sells like hot cakes," said the engineer. Unfortunately, gone are the days when you made an excellent product and it sold itself. To be found and bought by potential customers all over the world, a communication strategy is essential.

"Digitalization" is the prerequisite for every company and industry already today, and also privately.

The pandemic starting in 2020 has given digitalization an additional push. In the B2B marketing industry, habits such as customer visits, trade show events, or professional conferences mutated into digital events. Successful customer acquisition and sales practices are relearned overnight.





# Introduction

**You can make a good product, but if it's not communicated, it doesn't exist.**

Finding a digital marketing platform that excels with all the pandemic customer communication challenges probably doesn't exist. For B2B products, the hurdle is even higher, especially in Japan. The number of search queries is significantly lower than in the B2C sector. The key is rather the nurturing of the customers and to process the few inquiries often laboriously over a longer period of time. Who exactly is the target group for my products anyway? How do I reach them digitally now, instead of at a local or international trade show?

B2B products therefore require B2B marketing know-how, and doing business in Japan requires business know-how for the Japanese market. European marketing rarely or never works in Asia. The language differences are not the only challenge. Channels, communication approach or timing are very different. What you think should work may do just the opposite in Asia, along with Japan.

**If you don't know the market, you can't sell anything there.**

What to do? "Getting to know" - only if you know your target audience and the target market, will you be able to be successful in this market.

In the following e-book on the Japanese market, the effective world group gives you a first insight. Our staff from Europe, Asia and the USA have almost 25 years of experience in B2B industrial marketing.

We wish you many good suggestions and enjoyment while reading.





## Note

In the e-book we spare you a tedious list of all features and functionalities.

You will get a first insight into marketing and communication as a support for foreign companies to operate more successfully in the Japanese market.



3i's

**Industry**  
**International**  
**Internet Marketing**





## About effective GmbH

Founded in 1998, effective GmbH is a digital marketing agency that develops strategic international communication solutions for industrial companies. With offices in Germany, France, China and USA effective GmbH employs a multilingual team with wide-reaching knowledge of diverse digital platforms, helping customers to optimize the visibility of their products all around the world.



# Digital Marketing Channels

## Web Marketing





# About the 2 Biggest Channels in Search Engine Marketing in Japan

## The most important information in digital marketing

The most important information in digital marketing is the availability and use of search engines in Japan. Search ads on Google and Yahoo! JAPAN bring users to your website. Audience lists for retargeting (remarketing) with Google and Yahoo! JAPAN Display ads are one of the most widely used methods in B2B marketing in Japan.

If your company serves more of a niche with very specialized products, there may be little demand or search terms. In such cases, Facebook ads would be a priority alternative (Display).

Yahoo! JAPAN is a channel that cannot be ignored in B2B marketing, even though it has a smaller market share than Google.

While Google Display Ads advertises with over two million websites, videos, and apps - thus focusing more on quantity, Yahoo! JAPAN scores with quality and delivers ads on high-quality, reliable websites - in cooperation with companies only.

## What would be the right strategy?

Depending on the products offered and the targets, there are very different variants:

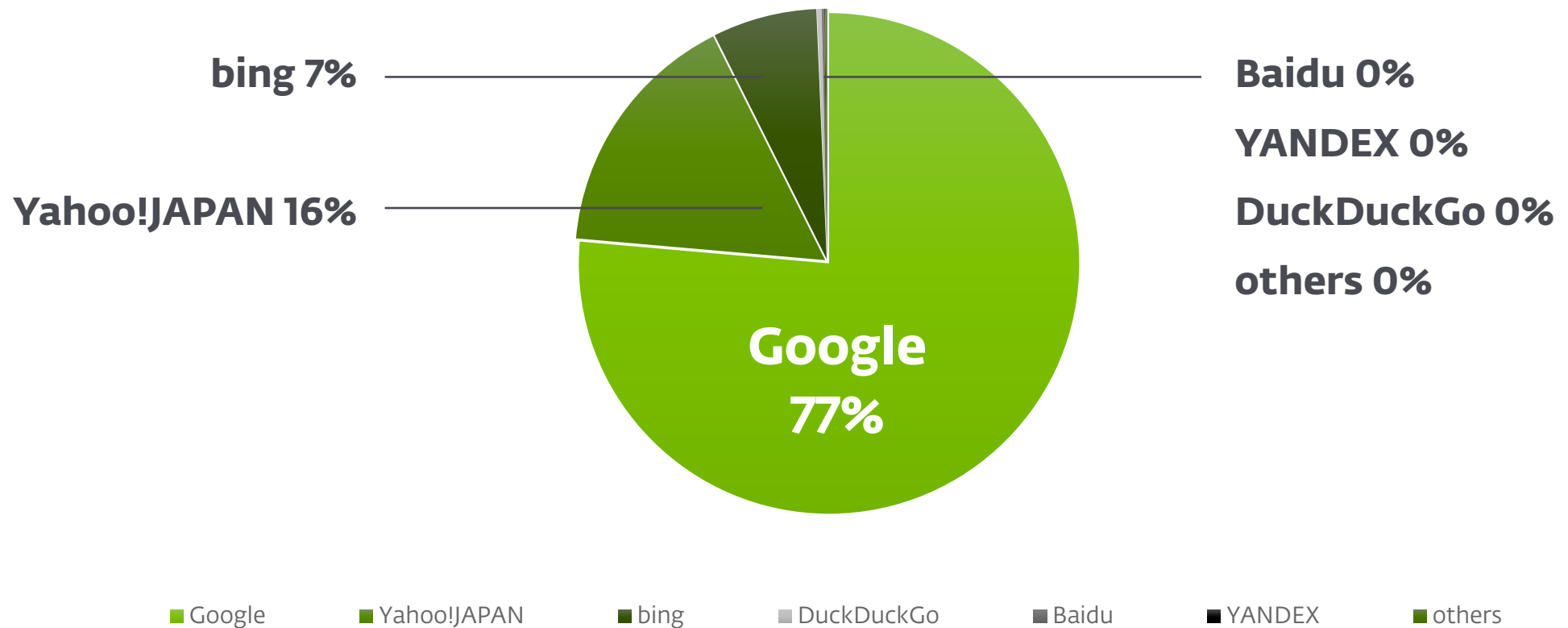
For example, if the target audience is the information systems industry, the cost per click (CPC) for Yahoo! JAPAN search ads will be less expensive, but Google search ads will have a higher number of leads, resulting in a lower cost per lead (CPL) for Google.

On the other hand, if the target audience is HR/finance or industry, the CPC for Yahoo! JAPAN is much more cost-effective, which often results in a lower CPL for Yahoo! JAPAN.

Advertising effectiveness can be maximized by using different channels, depending on the industry or products to be promoted.



# Search Engine in Japan





# Search Engine in Japan across different devices

## Desktop

1.	Google	73,37%
2.	Yahoo!JAPAN	14,21%
3.	bing	11,66%
4.	DuckDuckGo	0,35%
5.	Baidu	0,19%
6.	YANDEX	0,08%
	others	0,14%

## Tablet

1.	Google	74,91%
2.	Yahoo!JAPAN	19,93%
3.	bing	4,24%
4.	DuckDuckGo	0,53%
5.	Baidu	0,16%
6.	CocCoc	0,12%
	others	0,11%

## Mobile

1.	Google	79,07%
2.	Yahoo!JAPAN	20,03%
3.	bing	0,34%
4.	DuckDuckGo	0,24%
5.	Baidu	0,14%
6.	CocCoc	0,05%
	others	0,13%

## All platforms

1.	Google	76,39%
2.	Yahoo!JAPAN	16,22%
3.	bing	6,73%
4.	DuckDuckGo	0,30%
5.	Baidu	0,17%
6.	YANDEX	0,06%
	others	0,13%



# Comparison of the 2 Largest Web Marketing Channels in Japan

Google



## Campaign type

- Search Campaigns
- Display Campaigns
- Shopping Campaigns
- Video Campaigns
- App Campaigns
- Local Campaigns
- Smart Campaigns

## Properties/ Strength

- ✓ No. 1 search engine in terms of market share both domestically and internationally.
- ✓ possible with a small budget
- ✓ Ad-supported functions (automatic bidding functions and smart campaigns)

## User

Young people working in companies and smartphone users

Yahoo!JAPAN



## Campaign type

- Search Campaigns
- Display Campaigns

## Properties/ Strength

- ✓ 25% market share of smartphone search engines
- ✓ Advertising on a variety of Yahoo!JAPAN related services
- ✓ High quality and transparency of advertising.

## User

Older age groups and PC users.



# Comparison of the 2 Largest Web Marketing Channels in Japan

## Google



### Where the ad will be played.

- Google Search Results
- Google Map
- Google Play
- YouTube
- Gmail
- Google Partner Websites
- Google Partner Apps

As for the Google Ads, it is not announced where the ad will be placed. But they have more than 2 million partner sites.

### Ads formats

- Search Ads
- Display Ads
- Shopping Ads
- Video Ads
- Mobile App Install Ads
- Local Search Ads
- Discovery Ads

## Yahoo!JAPAN



### Where the ad will be played.

- Yahoo!JAPAN search results
- The services and apps offered by Yahoo!JAPAN (Yahoo!News, Yahoo!Chiebukuro, Yahoo!Auction...etc)
- Websites that are partners with the Yahoo!JAPAN (network partners).

On the next page you will find Yahoo!JAPAN partner sites where Yahoo!JAPAN ads are placed.

### Ads formats

- Search Ads
- Display Ads



# Yahoo!JAPAN Search Ads (YSA): Where Will The Ads Be Placed?



Newspaper



Search Engine



Search Engine



Search Engine



Telecommunication



Sleipnir web browser



Software download websites



Search Engine



# Yahoo!JAPAN Display Ads (YDA): Where Will The Ads Be Placed?

LINE

朝日新聞  
DIGITAL

BuzzFeed



デイリー

DIAMOND  
online

Newspaper

Cooking recipes

Sports

Business



FNN PRIME  
online



GameWith

goo

kurashiru

Marketing

News

Cooking recipes

livedoor NEWS



MAN  
TAN  
WEB



スポニチ  
Sponichi Annex

Newspaper

Comprehensive pop  
culture website

Sports

Sports



東洋経済  
ONLINE

TRILL

読賣新聞 オンライン

Gourmet

Media/Publisher

Media

Newspaper



## Digital Marketing Channels

### Social Media Marketing





# 70% of B2B Companies in Japan Use Social Media Marketing

## **As in Europe, around 70% of B2B companies in Japan also rely on social media marketing.**

The process of obtaining information for B2B companies is rapidly shifting to the Internet. The traditional "face-to-face" sources of information or sales channels, such as trade fairs or telemarketing, have rapidly shifted to the digital level.

Typical characteristics in B2B business, such as long consideration periods and purchasing decisions at various levels, are also found in social media marketing. In the process, people are addressed on many levels and perspectives - rational or emotional. A large number of followers certifies a company has both reliability and sufficient know-how.

And such numerical persuasiveness can set you apart from your competitors.

## **The target group is not only a "company!"**

Every individual is part of a company. Therefore, it is more effective to send information to many employees of the company who use it for business purposes, even if it is on their personal accounts.

In Japan, the number of companies with LinkedIn accounts is gradually increasing, but the number of individuals with accounts is far lower than in Europe.

## **How will individuals be informed?**

LINE, for example, is a messenger app used daily in Japan. 83% of the population has a personal account.

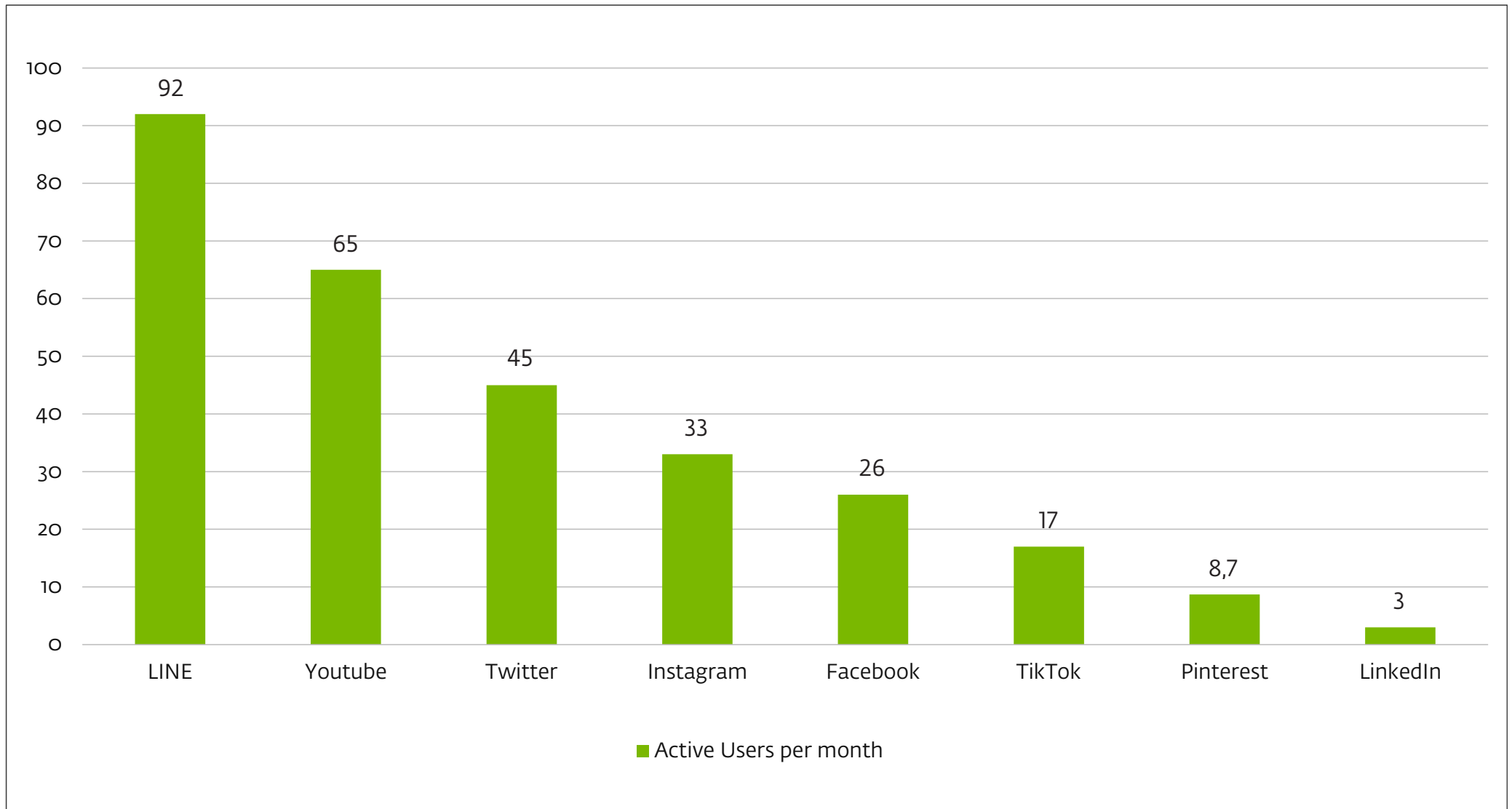
LINE is also known as a super app and offers a wide range of services. Advertising on LINE allows companies to send information directly to people who work for your target companies.

It is important to communicate with potential customers in the medium to long term (continuously) to turn them into fans.

Successful "fanization" has the effect of reminding your customers of "your company" and putting it at the center of their considerations when your products or services are being considered.



# Social Media Active Users per Month in Japan (millions)





# Social Media Marketing



LINE

**92 million**

**monthly users in Japan**

- Social media with the highest number of monthly users in Japan.
- With an official LINE account, information can be sent to a larger audience than with any other social media channel.
- LINE ads can be distributed not only on LINE News or LINE Manga, but also on various services of LINE.



YouTube

**65 million**

**monthly users in Japan**

- The world's most popular video distribution platform
- Since it is a Google-owned service, ads come with all targeting options
- The introduction of vertical video formats will further increase the possibilities of use. (9:16 The size is suitable for viewing on smart phones).



TikTok

**17 million**

**monthly users in Japan**

- Social media for 15-second short films with music
- Display ads when users launch the TikTok app.



# Social Media Marketing



Twitter

**45 million**

monthly users in Japan

- Communication via text-based short messages
- Its strength lies in collecting trends (live tweets from events)
- Campaigns that take advantage of Twitter's high distribution potential (Follow & Retweet Campaigns)
- Twitter ads can also be distributed, – "a successful share" enables cost-effective marketing



Instagram

**33 million**

monthly users in Japan

- Social media on which mainly pictures and videos are distributed.
- Detailed targeting based on Facebook user data
- Advertising possible



Facebook

**26 million**

monthly users in Japan

- Social media with the largest number of users in the world
- Advertising with highly precise targeting
- Event pages can help attract customers
- In Japan, there are many users in the 30-40 age group



## Display Advertising Europe vs Japan Style





# About Visual Messages

## Do you think content just needs to be translated?

Banners used in European marketing are not effective if they are only translated and used directly in Japanese marketing. Special attention should be paid to B2B marketing banners, as some banner designs are unique to Asia.

There is a fundamental difference between what European customers want to see and what Asian customers want or expect to see. Even if the **needs for** a product are similar, the **attractiveness of** a product can be perceived very differently.

## Toyota car advertising example:

In Germany, **fast and powerful features** are emphasized. Therefore, cars driving on the highway are used in advertising to arouse viewers' interest. In contrast, the same vehicle is advertised in Asia **with comfort and more interior space**. Of course, people in Asia also want a car that goes fast and has a lot of power, but what is more important is whether the car is comfortable inside.

## Different countries or cultures require completely different approaches:

If you compare the banners used in Europe with those used in Japan, you will notice a significant difference in the amount of information. Due to this large amount of information, Japanese banners are often anything but "simple," "elegant" or "stylish." For Western companies producing banners for the Japanese market, this is bound to be a major discomfort. If this occurs, it is evidence that you are more likely to be correct.

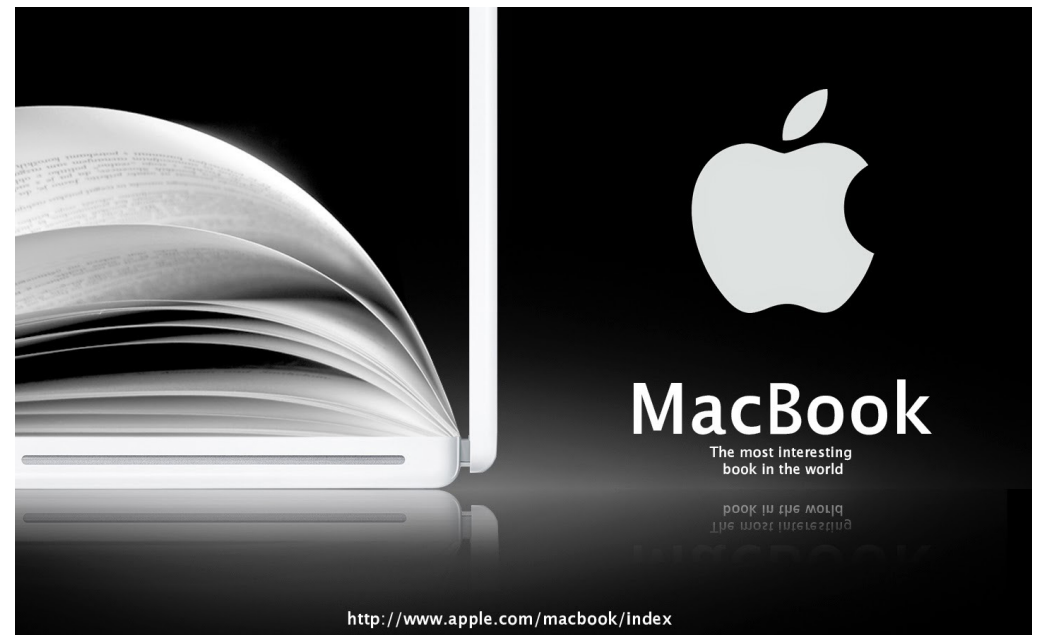


# Are Your Ad Banners Suitable for Digital Marketing in Japan?

Choosing the right channel for their campaign alone will not bring success in Japan.

There are also significant differences in **banner design** between countries and markets. For example, most of the designs prevalent on the German market are based on the more functional "Braun design," an industrial design that is still strongly influential.


Numerous companies and products were influenced by Braun design (Bauhaus, functional design), including the famous Apple company. This is also reflected in the design of the banners in Europe.





## A Lot Less ...

European banners contain much fewer words than Asian banners and are generally simpler and more stylishly designed.



**KUKA**

Aluminum  
Welding?  
Automation  
solution for  
welding in  
e-mobility!

Discover our solution!

→



**KUKA**

Produktion  
der Zukunft



**ebm-papst**  
engineering a better life

Mit dem AxiTwin 100  
*Effizienz im  
Doppelpack genießen*



# Strong Contrast with European Ad Banners

Six golden rules for banners that are important when placing ads in the Japanese/Asian market.

## Communicate concrete advantages of the introduction

Japanese advertising banners usually contain texts that specifically convey cost effectiveness. This is because corporate purchasing managers place great emphasis on "economic rationality" when deciding whether to introduce a product or service. Instead of vague statements such as "a large number of companies have achieved a high level of efficiency" or "a significant reduction in working hours," concrete figures are provided that clearly show the results achieved.

## 1 Show authority

2

In B2B, when a new product or service is introduced, the tendency is to use it over a long period of time. Purchasing managers already psychologically want to avoid failures at all costs. Therefore, it is useful to provide concrete figures, such as the number of companies installed, the level of satisfaction, and the average number of months the contract has been in effect, as this gives the purchasing manager a sense of security.

## Use images that illustrate the product or service 3

The image used in the banner should be easily recognizable and clearly show what product or service it is promoting.



# Strong Contrast with European Ad Banners

Six golden rules for banners that are important when placing ads in the Japanese/Asian market.

## Repeat A/B tests for improvement

What kind of response a banner will receive will only become apparent when the advertisement is placed. To achieve an effective banner design, A/B testing and analysis of click-through and sign-up rates help on the way to the "best design."

4

## Create banners for any distribution medium

5

The most effective banners vary depending on the advertising medium. Just because a banner worked well on the GDN (Google Display Network) doesn't necessarily mean that the same banner will work well on Facebook ads. To increase the CTR of banners, it is important to create banners based on the characteristics of the medium and make constant improvements by repeating A/B tests and analyzing the data.

## Learning from the competitors

6

Banner design often doesn't work well when approached solely with the designer's intuition. Researching the banners distributed by competitors can help find banners that work well at an early stage. If a competitor runs a banner for a long time, they are likely to continue using it because it is very effective. Such banners are worth investigating. On the other hand, if the design of the banner changes frequently, you can assume that it is in a testing phase and it is not worth examining it in depth.



# Japanese Ad Banners

手作業による粉体処理を代替！  
**粉体搬送ポンプ**

✓ 空中浮遊汚染物の低減  
粉体容器からレシビへと直接搬送

✓ 独自の特許取得  
エアードレインシステム  
粉体バックアウトの可能性を排除

✓ ポータブル  
サイトからサイトへと持ち運び可能

**カタログ進呈中！**



## Product name and features:

### Powder Transfer Pumps

Replaces manual powder handling!

## Listed benefits:

- ✓ Few air pollutants
- ✓ Patented
- ✓ Portable

## CTA:

Now get your catalogue!

**つなぐ・止める  
切り離す**

プラスチック製配管部品が5,000点  
カップリング・バルブ・フィッティング

最新版 総合カタログ  
**プレゼント!!**



## Product features easy to understand:

Connect, Stop, Disconnect

## Extensive product range with concrete figures:

5000 Plastic piping components  
Couplings, valves, fittings

## CTA:

Now get your catalogue!

## Product name:

Powder and granulate transport systems

### Vacuum Conveyor

## Listed advantages:

- ✓ Smallest size in the industry
- ✓ Can be installed in clean rooms
- ✓ Can be disassembled for hygienic use

piab 粉粒体輸送装置

**バキュームコンベア**

小型モデルは業界最小サイズ!

オールエア駆動でクリーンルームや防爆エリアにも設置可!

パーツごとに分解し、細部まで洗浄が出来て衛生的!

搬送テスト  
実施中!

詳しくはコチラ! ▶



## CTA:

Test units available!  
Learn more! ▶



# Japanese Ad Banners



## Question:

Do you have problems with earthquake-related damage?

## Product property:

Earthquake isolation! Prevents shaking of the magnitude 2!

## Advantages:

Can be made with a thickness of less than 100 mm.

## Company name

## CTA:

Learn more about the AIRSLIDER Bottom Floor Unit!

## Product name:

Compact hydraulic screw pumps, VEKTEK

## CTA:

Get your catalogue now.



## Product properties:

Transport, assembly, processing, packing

## Tagline:

Epson robots support production facilities.

## CTA:

You get three catalogues.  
Find the examples for you, here!



Manually operated clamps are now semi-automatic!

## Advantages:

- 35 MPa high pressure capability
- Low cost and high durability



## Holidays in Japan





# Efficient Marketing in Japan

**In digital marketing, it is very important to deliver the right message to the right user at the right time.**

Let's say your company's distributor is exhibiting at a trade show in Japan. The advertisements for this fair are set up one month before the fair, which means that the advertisement must be prepared at least one week before. But if there is a big holiday in Japan, you would not be in touch with your Japanese contacts at a very important time. To avoid such a situation, you should know in advance when your Japanese partners will cease or resume their activities, and communicate important information to your Japanese colleagues in advance.

During the major holidays in Japan, many workers take leave, which slows down business activity. In manufacturing companies, usually all production lines and machines in the factory are shut down and the company is closed. If you know these time-outs at Japanese companies, it is easier to optimally target the campaigns over the runtime.

**New normality after Corona?**

The pandemic accelerated the digital transformation by several years in one fell swoop. Trade shows and events that used to be regular and live only are now also offered in digital format.

In today's world, where there are fewer and fewer opportunities to meet people in person, online communication has become incredibly important. With people you used to meet somewhat spontaneously at events and with whom you could talk casually, now you first have to arrange a date and topic in order to meet them.

Communicating with customers and partners in faraway Asia will become even more difficult as the world evolves.

**How many times a year do you contact your Japanese partners or customers?**

Just as you would send a Christmas card to a German colleague to build or maintain a long-term friendship, you can maintain good relationships with your Japanese customers and partners through proper communication.



# Why it is Important to Know the Holidays in Japan

1

## Pause campaigns at the right time

### Ad placement also on weekends?

- In contrast to Germany, people in Japan are allowed to work on Sundays.
- As the volume of ads delivered decreases, ads can be served at a lower cost as well as improve conversion efficiency.

### When should campaigns be paused?

- Most B2B companies take a vacation during the major holidays. By pausing campaigns with appropriate timing, you can save more costs.

2

## For smooth cooperation with colleagues in Japan

### If you do not receive a response from Japanese,

- isn't Japan in the middle of a long holiday season? Just before long holidays, work piles up and it is not possible to get in touch with them.

### Solution

- Ask their colleagues or clients about their vacation plans when holiday season is coming up.
- Before you go on a long vacation, let them know as well.

3

## About maintaining good and long-term relationships with your customers

### Send a greeting message to your customers twice a year.

- Japanese politeness
  - New Year's message
  - Summer message
- Maintain relationships with your infrequent customer contacts, also via social media.



# Overview of Holidays and Campaign Breaks

Holidays	2022	2023	Pause the campaigns
New Year's Day	January 1	January 1	December 29 - January 03 *New Year vacation
Coming of Age Day	January 10	January 9	
National Foundation Day	February 11	February 11	
Emperor's Birthday	February 23	February 23	
Spring Equinox Day	March 21	March 21	
Showa Day	April 29	April 29	
Constitution Day	May 3	May 3	April 29 - May 5 *Golden Week Many take long paid vacations at this time.
Greenery Day	May 4	May 4	
Children's Day	May 5	May 5	
Ocean Day	July 18	July 17	
Obon	approx. August 13 - 16	approx. August 13 - 16	August 11- 16 *Obon holidays Many take long paid vacations at this time.
Respect for the Aged Day	September 19	September 18	September 17- 25 *Silver Week Many take long paid vacations at this time.
Autumn Equinox Day	September 23	September 23	
Health and Sports Day	October 10	October 9	
Culture Day	November 3	November 3	
Labor Thanksgiving Day	November 23	November 23	



# In Japan, Campaigns Can Be Paused at least Four Times a Year

## New Year

- December 29 to January 3, are year-end and New Year's vacations for all companies.
- Some manufacturing companies tend to take an extended vacation from Dec. 24 to Jan. 3.
- At the beginning of the year, it's important to leave a short welcome message on your company's website or blog.

## Golden Week

- Golden Week is the period from the end of April to the beginning of May, when the holidays are concentrated.
- Most workers try to get the days off between holidays and weekends.
- Many manufacturing companies also closed one or more remaining business days entirely.

## Silver Week

- Silver Week is also the week with the highest number of holidays in mid-September.
- Most workers try to get the days off between holidays and weekends.
- Many manufacturing companies also close one or more remaining business days entirely.

## Obon

- The Obon Festival is an annual Japanese holiday commemorating deceased ancestors.
- It is believed that their spirits return at this time to visit their relatives.
- The Obon Festival runs from August 13 to 16, but most companies take longer vacations starting August 11, a public holiday.





## The hurdles of digital marketing in the Japanese market



# The Three Biggest Hurdles in Digital Marketing in Japan

## Operation

- Services only in Japan.
- Japanese company ID number required.
- The same services as, in Japan, are not available at all from outside the country.
- Partially limited access to use marketing channels (Yahoo!JAPAN, LINE) outside Japan.

## Language

- All or some setting displays and guidelines are in Japanese only.
- Liaising with service providers and problem solving as issues arise.
- Adaptation to very strict Ads rules
  - Restrictions on the use of trademarks in advertising
  - Application for a license to use the trademark by the trademark owner.
- Create ads in Japanese

## Payment

- Payment can only be made with a credit card issued in Japan.



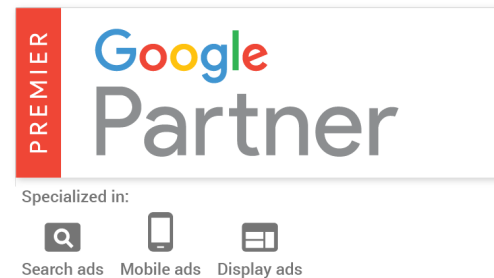


## **Digital Marketing in Japan with effective world Group**



# Your Benefits of Working with the effective world Group

- Cooperation with our partner agency in Japan (Tokyo)
- Account management by Japanese native speakers
- Comprehensive know-how of the Japanese market
- Various qualifications in the field of advertising management
- Smooth communication
- Cooperation also with customers' sales partners





# Our Range of Services in Japan

## Digital Marketing

- Brand Campaigns
- Performance Campaigns
- Events/Exhibition Campaigns
- Product Launch, Product Campaigns
- Recruiting/Employer Campaigns
- Content Marketing
- Mobile Marketing LINE

## SEO Optimization (Visibility/Ranking)

- SEO Analysis/Research/Consulting
- SEO Visibility/Ranking/Keyword Research
- UX/Landingpage Optimization

## Digital Marketing Technology

- Analytics & Tracking Solutions
- Technical SEO



# Offer Japan Marketing

For companies considering expansion in Japan, we enable and promote sales activities through digital marketing.

We offer consistent support from lead generation or initiation of business opportunities and deals.

We help you build your company's digital marketing infrastructure in Japan with one point of contact in Europe and simultaneous business activities in Japan.

**Please contact us for more information.**





## Sources

<sup>1</sup> <https://btob.medix-inc.co.jp/blog/btob-banner>

<sup>2</sup> <https://find-model.jp/insta-lab/sns-marketing/#SNS-9>

<sup>3</sup> <https://leadnine.co.jp/media-seo/4133/>

<sup>4</sup> <https://lucy.ne.jp/bazubu/search-engine-japan-42218.html>

<sup>5</sup> <https://canvas.d2cr.co.jp/media/9152/>

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