

Annotation

This bachelor thesis *Comparison of Czech and Slovak blogs as a marketing tools* examines personal internet blogs. In this work is crucial qualitative research method which is performed in several Czech and Slovak selected bloggers. All these bloggers are represent or represented by the czech agency Elite Bloggers.

The goal is to show how marketing communication differs in the Czech Republic and Slovakia and what position the bloggers have in their countries. Similarly, cooperation with companies that appear on both markets will be compared. Finally, the actual numbers of readers and followers on social networks will be used for the final comparison. For the sake of timeliness, the period under review is the current year of 2018. This is mainly due to the ever-increasing range of individual bloges.

The theoretical part deals first with the Internet, which is dissected from history to the present. And also the blogs themselves, which are the main topic of the work. It is explained the concept, the species and the critical view. The empirical part is mainly a questionnaire survey, a presentation of individual bloggers and companies working with them, a personal interview with the CEO of Elite Bloggers, and emphasis is placed on other elements that can compare the Slovak and Czech blogger world.