

## **Annotation**

This bachelor thesis focuses on the problem of referral of programs as an acquisition tool. As a practical example of using this tool, Tesla referral analysis is used. The first chapter and the second chapter of the thesis deal with anchoring referral programs to marketing theory. The third part of the thesis describes the basic problems of referral programs and presents the main streams of current research in this field. At the end of this chapter, the basic steps to implement the program are described. The fourth chapter focuses on describing a phenomenon called Tesla. In the first part of this chapter, I describe the history of the company. In the next part of this chapter, I focus on the role of Elon Musk in Tesla. I'm trying to describe how Tesla and its other companies, specifically SpaceX and Solar City, work together to focus on the strength of its social networks and its impact on PR companies. Another part of this chapter deals with Tesla's marketing communication analysis. In the last part, I focus on the fan community, which is an important part of the acquisition of customers. The fifth chapter of the thesis describes the principles of the Tesla referral program between 2015 and 2017, and here is the analysis of the theory from the third chapter. The last part of the thesis deals with qualitative analysis in the form of semi-structured interviews with owners of Tesla cars. The aim of the thesis is to reveal how referral programs participate in customer decision making when buying a car.