

Abstract

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Title: Digital marketing communication of Spikeball.inc on social media.

Goal: The main goal of the thesis is to assess digital marketing communication of the Spikeball.Inc on social media. Based on the results of content analysis, there will be created suggestions, which should lead to the improvement of the marketing communication and increase of it's reach.

Methods: In this thesis, qualitative research methods are used within theoretical part of the thesis. These include a literature search on sports marketing, digital marketing, social-media marketing and content marketing. Within the practical part of the thesis, the content analysis is used as the main research method. Content analysis combines both qualitative and quantitative methods. This analysis focuses on the digital content, which is published by Spikeball.inc on the digital platforms the company utilizes. It divides this content into groups based on it's type, form and origin and it is reckoned how many posts are in which group. In the following step these criterion are measured: average number of comments, views and likes. Based on the output of this analysis, recommendations for the enhancement of the social media marketing communication are created.

Results: The result of the work is analysis of Spikeball's digital marketing communication on social media nad creation of few suggestions which will (based on recent trends and theoretical basis) lead to the improvement of the marketing communication and increase of it's reach. Content analysis showed that during 2023, Spikeball.inc used TikTok the most out of all the social media platforms (129 posts), followed by Instagram (117 posts), Twitter (X) (102 posts) and Facebook (91 posts). All these platforms usually share the same content. During the same period Spikeball.inc published only 4 videos on it's YouTube and the platform served mainly as live streaming channel for tournament broadcasts (25 live streams). 60 % of all published

content on company's social media come from users (UGC) and the rest 40% come from Spikeball.inc. The most viewed and popular category of posts is Highlights, which have on average about 150 % more likes on Instagram, Twitter (X), Facebook, and TikTok compared to other categories. The most commented posts are Contest and interactive posts, averaging 200 % more comments than other posts. Almost all shared posts are of sufficient visual and audio quality. The SpikeballApp primarily serves as a communication channel between customers and effectively fulfills the role of building a community and relationships among roundnet players. The Spikeball website is a fundamental source of information for customers. It provides all the information an average customer might need in clearly divided sections. Based on the results of the content analysis, it can be concluded that Spikeball's marketing communication on social media is very diverse and uses a large number of communication channels. The format of the communication message generally meets the requirements of the platforms used. Additionally, the chosen method of communication is suitable for company's customers and easily shareable across all platforms.

Key words: Sports marketing, social-media marketing, content analysis, content marketing, roundnet