

# ABSTRACT

**Title:** Online marketing communication of a sport festival

**Objectives:** The primary objective of this bachelor's thesis is to propose improvements to the existing online marketing communication strategy based on an analysis of the current situation within the selected sports festival's conditions.

**Methods:** This thesis employs qualitative methods, specifically structured interviews and observations. It also includes a situational analysis of the sports event and an analysis of its marketing communication. The results of the analyses served as a basis for the final recommendations.

**Results:** The findings, derived from observations, social media data analysis, situational analysis, and interviews with the manager and organizer of sports festivals, reveal that online marketing communication, particularly via Facebook and Instagram, significantly contributes to raising awareness and promoting sports festivals. However, several weaknesses were identified, such as low engagement levels among followers, as reflected by the relatively low number of comments and shares compared to the content's reach. Based on these findings, recommendations were developed to enhance the effectiveness of online communication, including increasing the frequency of interactive posts, organizing contests, and incorporating user-generated content.

**Key words:** sport, festival, communication, online marketing, social networks, influencer