Abstract

This bachelor thesis focuses on optimizing the communication strategy of HoppyGo, a platform enabling peer-to-peer car sharing. The main goal is to assess the current marketing communication, identify key weaknesses, and propose specific improvements to make the communication more effective and better targeted at users. The analysis emphasizes the digital environment, especially social media and online campaigns. Tools such as SWOT, Porter's Five Forces, and IFE/EFE matrices are used to evaluate the brand's current position and future potential. The work highlights underused CSR activities, limited presence outside the online space, and opportunities to improve user experience. Altogether, the thesis offers HoppyGo valuable recommendations on how to improve its market position and enhance long-term customer engagement through strategically enhanced marketing communication.