

Abstract

The diploma thesis „*Digital Marketing Strategies - Combination of Digital Media Channels*“ examines how the three telecom operators dominating the Czech market – T-Mobile Czech Republic, O2 Czech Republic and Vodafone Czech Republic – use the digital media channels within the communication with the customers. More specifically, it identifies and describes which channels do the companies involve into their marketing communication, how do they use them and why they have integrated them into the communication strategy. It also examines how the companies interconnect these digital media channels and how the channels can be combined to form an effective digital media strategy. By using the method of case study the companies’ digital marketing activities were examined. It was found that each company uses for its marketing communication the similar set of digital media channels, but the usage is different across the companies studied. Based on these findings I have identified three specific strategies – Diversified Content Strategy, Interactive Channel Strategy and Standardized Content Strategy. Each of the strategies has its advantages and disadvantages, which have been described and the strategies were compared. The findings also indicate that it is better to study the digital media channels as a whole, rather than individually, since their function necessarily depends on how they are combined with the other channels. The research also showed that interactivity, as a demand of the customers and users of digital media, starts to spread in some extent to other digital media channels, which are not usually considered to be interactive. The results of this thesis could potentially help smaller companies with limited resources by providing them with insights on how the digital media channels can be used and combined within the company’s marketing communication.