

Abstract

Title: Internet marketing and social network of Počítačová pohotovost s.r.o.

Objective: Analysis of using social network Facebook in Internet Marketing company Počítačová pohotovost s.r.o., evaluation of corporate and client advertising campaigns presented on the social network Facebook.

Methods: Qualitative research, analysis using of social networks

Results: It was found that company Počítačová pohotovost s.r.o. use social network Facebook as an additional tool of internet marketing. Its use does not meet the full potential that social networks have, and there is space for further improvement.

Keywords: internet marketing, social network marketing on social networks, social network Facebook