

## **Abstract**

The thesis deals with online communication and case study of a start-up Designeros. It is an online gallery of design products. Designeros owns a number of significant community pages.

The first part describes the term start-up and its history. Moreover there are examples of successful start-ups both from czech and global market. The author describes their contribution to community as well as communication channels used by Designeros for marketing purposes.

Second part describes company and its founders, foundation and development as well as its situation on the market. This part also includes quantitative analysis of used communication channels. For this purpose author uses free analysis tools and results examine critically. Findings from analysis are used during creating recommendations for future communication activities. Their main purpose is to improve existing communication of Designeros and help to spread brand awareness.