Abstract

ŠKODA AUTO Inc. is nowadays trying to reach out to customers more with digital communication because of the changes brought by the technology of smartphones and the internet. This theses focuses on the techniques of online marketing alongside with digital brand strategy. Using specific online platforms, the ŠKODA AUTO company tries to introduce the brand to people who do not know the brand yet and tries to connect it more with the sponsorship of the company. The aim is to familiarize the reader with the selected types of communication activities, to describe the principles of their functioning and to analyze the strategy that is behind the creativity. Then to analyze the success of these channels, the available data and to recommend possible changes in the communication strategy.