

Abstract

Title: Advertising campaign of the event Týden hokeje on Facebook

Purpose: The main objective of this thesis is to prepare, implement and analyze the results of the Facebook advertising campaign for the event Týden hokeje, which is a part of the four-year project of the Czech Ice Hockey Association called Pojd' hrát hokej.

Methods: Methods in this thesis relate to two areas: advertising on social network called Facebook and qualitative research. Due to the specifics of Facebook advertisements this thesis also provides instructions for creating an advertising campaign on this network using the tools of Power Editor software. Efficiency metrics provided by Power Editor were used to evaluate the campaign on the grounds of given research queries, whereas Microsoft Excel was used to process the data of the metrics. In order to summarize all channels of marketing communication of the project and to incorporate the Facebook campaign into their enumeration, a qualitative research in the form of an informal interview with the project manager was carried out.

Results: As a result, this thesis brings a stepping stone for creating Facebook advertising campaigns connected with further promotion of the event Týden hokeje. A manual for creating other campaigns is included, together with the feedback and detailed analysis of the impact of the first Czech Ice Hockey Association advertising campaign on Facebook.

Keywords: Internet marketing, internet advertising, marketing communications, sports, hockey, social networks, Facebook