This bachelor thesis deals with various aspects of communication strategy of grocery and other FMCG chain Globus in online environment. The thesis is initially focused on elementary terms such as communication strategy or marketing, which lay base for the following chapters dedicated to online marketing. In these chapters, online marketing tools are described more in depth, as well as their characteristics and tendencies. The subsequent chapters are focused on the company itself and its strategy in online environment; here, the emphasis is put primarily on Facebook communication, which is crucial for the brand at this point. In conclusion, an analysis of competition chains’ activity on Facebook is presented; primarily with emphasis on published content and interactions of audience with this content.