

Annotation

The aim of this diploma thesis is to analyse current status of the RunCzech Running League e-mail marketing, based on acquired theoretical knowledge and author's experience with creation of automated e-mail campaigns to design an automated welcome series and implement it by means of MailChimp. The theoretical part provides a comprehensive overview of e-mail marketing, optimization and automation of e-mail campaigns. The subject of the analysis is not only to evaluate the success of the implemented welcome series and to compare the performance metrics achieved with the metrics of standard promotional e-mails sent by the company, but also to evaluate the impact of the welcome campaign on the behaviour and loyalty of its' recipients.