

Abstract

Usage of new media, as well as the number of products sold online, is exponentially growing. Further, e-commerce accelerated by the pandemic of Covid-19 led to a boom of companies selling fast-moving consumer goods on the Internet. Based on these phenomena, the author decided to illuminate what role played social media in marketing communication of Czech online supermarket *Rohlík*. To understand that, the researcher conducted the qualitative and quantitative analysis. An interview with Junior Brand Manager plus additional data from other company's marketing representatives provided insight into the company. A survey method offered data from the recipients of the communication. Comparison of the results revealed specific information, such as which social media account is most favorite, the differences between customers and other followers of the company social networks, or the company's target group. Therefore, the analysis provided conclusions from which a specific recommendation revealed regarding how the company's communication via social media should look like in the future.