

## **Abstract**

The bachelor thesis is focused on communication of financial institutions in social media which recently became an important part of marketing communication.

At the beginning of this thesis are described specifics of marketing communication in financial sector. The communication of financial institutions requires special attention, mainly because of complexity of provided services which are hard for customers to understand. This fact makes it harder to build a relationship between the provider and the customer.

The aim of this thesis was to characterize the brand Era and describe its communication activities. The focus is put on using of communication in social media in order to build a relationship between Era and its customers, considering the activities of competition with Air Bank as the main competitor. Different tools and ways of communication are analyzed and evaluated its efficiency.