

## Abstract

- Title:** Creation of marketing communication within the business plan of the new created e-shop
- Objective:** The main goal of the final diploma thesis will be the creation of marketing communication for the new created online store.
- Methods:** The theoretical and practical knowledge of internet marketing acquired during the study of the issue and in the long-term employment relationship in the area of social media was used to write the final diploma thesis. It were used qualitative research methods, such as focus group and in-depth interview. Also these methods of qualitative research together with informal interviews helped to analyse the appropriate tools of marketing communication.
- Results:** The result of the final diploma thesis is the creation of a marketing communication campaign for the new internet shop. The campaign focuses on advertisement on social network and paid PPC advertisement. Realizing adverts on social network is planned for Facebook and Instagram platforms, which are currently a very powerful tool for marketing communications. PPC ad placement is designed for Google's web search engine, which also has a high potential for marketing communications. Other elements of the proposed marketing communications are questionnaire, e-mailing, search engine optimization and competition. The advantage of the created marketing communication is its practical applicability in the business plan, which will be realized at the beginning of the new year.
- Keywords:** questionnaire, email, in-depth interview, focus group, sales support, PPC advertising, SEO, social media