

Czech University of Life Sciences in Prague

Faculty of Economics and Management

Department of Management



Bachelor Thesis

**Evaluation of Marketing Communication
Role of Bloggers**

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BACHELOR THESIS ASSIGNMENT

Lucie Stejskalová

Economics and Management

Thesis title

Evaluation of Marketing Communication: Role of Bloggers

Objectives of thesis

The aim of this bachelor thesis is to determine the current concept of marketing communication in companies and its future development when blog as tool of marketing communication is rapidly developing. Finding out how is the marketing communication utilized with the relations to bloggers.

Methodology

This thesis is divided into two parts. The first part is based on literature and theoretical knowledge. The second part is practical and is focused on the identification of the role of bloggers within marketing communication. Primary data are gathered by questionnaire survey. The secondary data gathered and respondent's opinions and answers are evaluated. The results are compared with the theory.

The proposed extent of the thesis

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Keywords

Marketing communication, Communication mix, Blog, Social media, Customer/Reader, Companies

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DIJK, V. J. *Network Society*. Thousand Oaks: Sage Publications, 2006. ISBN 1-4129-0867-1.

FIEDLER, J. *Marketingová komunikace*. Praha: Česká zemědělská univerzita, Provozně ekonomická fakulta, 2005, ISBN 80-213-1380-3

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Declaration

I declare that I have worked on my bachelor thesis titled “Evaluation of Marketing Communication: Role of Bloggers” by myself and I have used only sources mentioned at the end of the thesis.

In Prague on 14.3.2016

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Acknowledgement

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Last but not least, I would like to thank my family and friends for supporting me throughout writing this thesis.

Evaluation of Marketing Communication Role of Bloggers

Zhodnocení marketingové komunikace Role blogerů

Summary

The aim of this thesis is to evaluate the marketing communication of when blogs, as a new form of brand promotion, became popular.

The theoretical part includes a definition of marketing communication and basic terms related to this topic. It describes the means of communication mix and its link to the Internet. The main social media and its basic description and importance in today's marketing are presented. Also, this review introduces blogs and bloggers and tools of marketing communication used on their blogs.

Own research is firstly introducing the current situation of blogging in the Czech Republic and afterwards is focusing on interviews with Czech bloggers, with the aim of evaluating how cooperation between brands and bloggers works. Aside from the interviews, the questionnaire designed for public was created with the goal of determining how people perceive bloggers and how much influence they have on them.

Keywords: marketing communication, communication mix, online communication, Internet, blog, social media, customer, brand

Souhrn

Cílem práce je zhodnocení marketingové komunikace, když se blogy, jakožto fenomén poslední doby, stávají stále populárnější s ohledem na marketing.

Teoretická část zahrnuje definici marketingové komunikace a základní pojmy vztahující se k tématu práce. Je zde popisován komunikační mix a jeho aplikace na Internet. Nejznámější sociální sítě jsou zde představeny s ohledem na jejich důležitost v marketingu posledních let. V druhé polovině teoretické části jsou představeny blogy jako takové a nástroje marketingové komunikace, které se na blozích objevují.

Vlastní práce nejprve představuje jak si blogy aktuálně stojí v České republice a následně se zaměřuje na rozhovory s vybranými českými bloggery s cílem určit jak spolupráce mezi bloggery a značkami funguje. Kromě rozhovorů se praktická část soustředí na vyhodnocení dotazníků, jejichž cílem bylo zjistit jak veřejnost vnímá bloggery a do jaké míry se jimi nechá ovlivnit.

Klíčová slova: marketingová komunikace, komunikační mix, online komunikace, Internet, blog, sociální media, zákazník, značka

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1 INTRODUCTION

Nowadays, marketing communication represents an essential part of each company's strategy and it is impossible to not be influenced by any means of it in everyday life. People are surrounded by advertising on TV, in magazines, on billboards and on the Internet. For companies it is not easy to attract potential customers thus they always must come up with new ideas. If a company wants to succeed and compete with its competitors, it is necessary to pay attention to marketing, marketing communication and its tools.

We are living in the age of new technologies and the Internet. Social media became an inherent part of almost everyone's life. The Internet offers plenty of possibilities. People may source information themselves as well as create their personal blogs where they can share their ideas, experiences, thoughts etc. in real-time.

Blogs became a new phenomenon in how companies can reach their target groups. It is an easy platform for consumers to not only gain information, passively, about products but it can also be active in discussion below the articles. The advantage of cooperation with bloggers is simple. Their readers usually trust them more than they trust other forms of marketing communication. They are real people, often females, living their everyday life – meaning readers can easily identify with them. The consumer can reach them not only on their blogs but also on social media as Facebook, Instagram, Youtube etc. which increase their credibility.

In this thesis, marketing communication of brands via blogs will be analysed and their influence on final consumers evaluated.

2 OBJECTIVES AND METHODOLOGY

The aim of the thesis is to evaluate the current marketing communication of brands through blogging. Furthermore, a further aim is to determine how the public perceives bloggers and the related advertising.

The theoretical part of this thesis focuses on the explanation of the basic concepts of marketing communication, the analysis of communication mix and its implication to the Internet. As social media plays an important role in marketing, its characteristic and forms are being introduced as well. The second section of the theoretical part of this thesis introduces the general characteristic of blogs and tools of marketing communication used on them.

The practical part of this thesis deals with interviews with 14 Czech bloggers. The bloggers were chosen from 4 main categories - fashion, beauty, food and lifestyle. The interviewed bloggers were females mainly between the ages of 20 to 25 years old, who are blogging from less than 1 year to over 10 years. The aim is to evaluate the current situation of marketing communication used on their blogs and how cooperation with brands works. The structured interviews were carried out in January 2016 via electronic communication. Qualitative data were analyzed and described. The interview consisted of 18 questions (Appendix B – Interviews) where the first 7 questions are answered in brief by each blogger (Appendix A – Medallions with bloggers). Secondly, the survey to public was created to gain people's opinions about how they perceive bloggers and how bloggers influence them. The survey was available on webpage vyplnto.cz from 22. 2. 2016 to 28. 2. 2016 and 456 respondents participated. It consisted of 20 questions, where 3 questions were filter ones, 1 opened (optional) and 16 closed. The respondent's answers were processed using graphs in MS Excel and afterward analysed and described.

3 THEORETICAL PART

In the first part of this thesis, the focus is on the basic definitions and notions in order to provide an overview on the topic of marketing communication and blogging. In order to keep the thesis concise, the intention is to focus on the key aspects which are the most relevant to the topic.

3.1. Marketing Communication

3.1.1. Definion of Marketing Communication

Communication is an essential function in marketing. The common mistake is that many people perceive marketing communication as advertising which on the one hand is not completely wrong but it is necessary to highlight that there are many types of communication and advertising is just one of them.

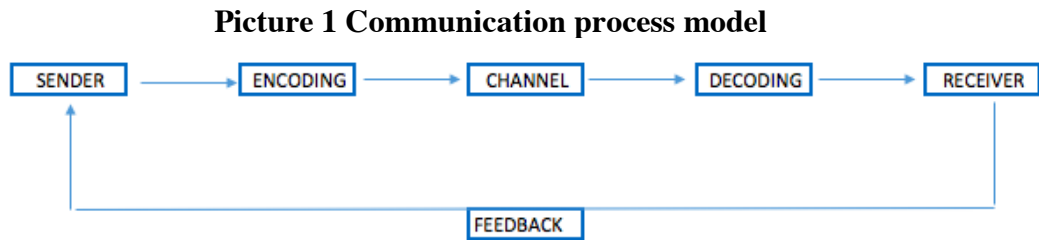
“Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers – directly or indirectly – about the products and brands they sell. In a sense, marketing communications represent the voice of the company and its brands; they are means by which the firm can establish a dialogue and build relationship with customers” (Kotler&Keller, 2012).

According to Fiedler (2011), the concept of marketing communication extends to all types of communication through which companies and brands try to influence the knowledge, attitudes and behaviour of the customer about offered products or services. As mentioned Příkrylová and Jahodová (2011), communication in general is a transmission of certain information from the sender to the recipient which is known as communication process.

The basic model describing communication process consists of 5 components:

- Sender → encoding a message
- Message
- Channel
- Receiver → decoding a message
- Feedback

During the communication there is a high possibility for misinterpreting or misunderstanding. These possible interruptions are so called “noise” (Vysekalová, 2007).



Source: Author's own creation, according to Vysekalová, 2016

An effective and successful communication is to use minimal costs, achieving maximum impact, and it is based on 7 principles (Foret, 2011):

1. Credibility
2. The appropriate choice of time and place
3. Comprehensibility and valuable content
4. Clarity
5. Consistency
6. Accurate channel
7. Familiarity of the recipient

3.1.2. Forms of Communication

Personal communication channels – when two or more persons communicate face-to-face or person-to-audience through a phone or e-mail (Kotler&Keller, 2012). It is a direct form between sellers and buyers with the aim of not only selling the product but also to build a long-term positive relationships and to strengthen the image of the company about the product. The advantage of this tools is the immediate feedback (Jana Přikrylová&Hana Jahodová, 2011). Personal communication is presented by personal selling and WOM (word-of-mouth).

Non-personal (mass) communication channels – communications which are directed to more than one person mainly through media. The information is transmitted without personal contact and without direct feedback. Non-personal forms of communication include advertising, sales promotion, direct marketing, public relations and sponsoring (Hesková, 2009).

3.1.3. Aims of marketing communication

Setting the goals is one of the most important decisions which managers are taking. They must be based on the strategic marketing goals and lead to strengthening the company's reputation. No less an important factor is setting goals to determine the target group to whom the communication is focused on (Přikrylová &Jahodová, 2011).

In general, the most successful marketing communications could be determined as follows (Fiedler, 2005):

1. Create brand awareness – basic information about the product, company, service and news
2. Increase the demand – via successful marketing communication, publicity
3. Diferentiation – consumers awarness about the exclusivity of the product or service in comparison to competing company
4. Emphasise the value and usefulness of the product – highlight the advantage which brings the ownership of the product to the owner.

5. Stabilise the turnover – minimize the influence of the season on the sales turnover. In some type of products, the storage costs might have negative effect on economic balance of the company.

3.1.4. Communication Mix

Before interpreting communication mix, marketing mix should be briefly introduced. *“Marketing mix is the set of marketing tools that the firm uses to pursue objectives in the target market” (Kotler, 2001).*

Marketing mix known as 4P’s consist of Product, Price, Place and Promotion. In other words, communication mix is a subset of marketing mix (promotion). By using the communication mix and choosing the right tools, the companies try to achieve the marketing and company’s goals. Components of the communications mix are the personal and non-personal forms of communication as previously stated (Přikrylová&Jahodová, 2010).

As mentioned Vysekalová (2007), tools utilised in communication mix includes all forms of communication contributing the achievement of the objectives. According to Kotler and Keller (2012) companies must allocate the marketing communication budget over the eight major modes of communication:

- Advertising
- Sales promotion
- Public relations and publicity
- Events and experiences
- Direct marketing
- Interactive marketing
- Word - of - mouth
- Personal selling

Advertising

Advertising is a form of paid, non-personal communication through different types of media. The goal of advertisements is to convince their target group. It is seen as general incentive to buy a certain product or promote specific philosophy of an organisation. The means of advertisements are newspapers, spots in TV, radio or magazines and billboards. Those means are suitable for mass advertisement of products and services where the same message is designed for many recipients (Přikrylová&Jahodová, 2010)

Sales promotion

Sales promotion is a non-personal form of communication. A short-term stimulus is an attempt to influence customers purchasing behaviour and to increase the effectiveness of product sales (Machková, 2009). The most common incentives are price reduction, coupons or convenient packaging. Another technique is stimulating target group for testing the product or endowing them with valuable prizes as for example bonuses, promotional gifts or competitions (Karlíček&Král, 2011).

Public relations and publicity

Public relations (PR) have many specific characteristics. They include all activities which an organization does for communication with target audience and does not pay them directly. PR are very authentic, readers tend to believe them more than advertisements. They reach more potential customers as the information gets to them through message and not as communication oriented to realization of sale (Kotler, 2007).

Events and experiences

Company sponsored activities and programmes designed for creating a daily or special interaction of consumers and brands are also an effective tool. This includes sport, art oriented or entertainment events or less formal activities. Events and activities should be relevant as consumers are personally involved. They should attract them considering they are taking place in real time (Kotler&Keller, 2012).

Direct marketing

Direct marketing, sometimes also called one-to-one marketing, represents direct communication with carefully selected individual customers with the aim of gaining immediate feedback and building longterm relationship with them. The advantage of this marketing communication tool is that the company can easily measure their results from the feedback of customers. The benefits for customers are: simple and quick purchase, comfortable selection of goods from home, wide selection of goods, privacy while shopping and interactivity. Sellers benefits are: more personal and faster addressing customers, precise targeting, feedback measurability of advertisement, secrecy from the competition and alternative to persona selling (Přikrylová&Jahodová,2010).

Interactive marketing

These are online activities and programmes created for addressing customers (actual or potential). The aim of interactive marketing is to directly or indirectly raise the awareness, improve image or promote sales of goods and services (Kotler&Keller, 2012). Interactive marketing is oriented to customers. The success depends on participants' competence, quality of individuals and their organization in process of interaction. The provision of services must offer high technical quality and empathy, as the customer is evaluating not only the technical part of the product but also in terms of market quality (Jurášková&Hornák, 2012).

Word – of – mouth

Word-of-mouth is a very powerful and influential tool (Kotler&Keller, 2012). Personal influence has a big importance for products which are expensive, risky or highly visible. Companies might use communication channels for their favour by creating opinion leaders – people whose opinion is appreciated by public. This is also called buzz marketing which in other words might be described as support of opinion leaders to make them spread the information about the product or service in their community (Kotler, 2007).

Personal selling

Personal selling could be defined as the interpersonal influential presentation process of products, services or ideas with the customer. These activities might take place in an office, in shop or at home. Usually, it is face-to-face communication between two people or a group but it can be done via telephone, electronical teleconferences or interactively on the Internet. Compared to mass communication, in personal selling the seller and buyer may react according to eachothers behaviour, they may be answering questions and explaining complicated problems.

The advantage of personal selling is that the seller can adapt to the current situation thus it become a unique communication tool (Přikrylová&Jahodová, 2010).

3.1.5. Communication mix on the Internet

Marketing communication on the Internet may have many forms which differ in their aims. To promote the brand on the Internet, the following tools are usually used: advertising campaign, online PR, microsites, viral marketing, buzz marketing and advergaming. When targeting on sales promotion tools as advertisement in searchengines (SEO, SEM, PPC), online competitions, e-mail marketing or affiliate marketing may be used (Přikrylová&Jahodová, 2010).

3.1.6. Internet

The internet is the youngest, and at the same time, the most dynamically developing medium. No other medium has ever witnessed such a rapid and massive expansion. In the Czech Republic, the Internet launched in 1993 and went through a significant transformation. The attractiveness of the internet as effective advertising medium is given not only because of the amount of users but also because it represents interesting targets groups and development of services and tools in internet market (Přikrylová&Jahodová, 2010).

It allows synchronised communication styles and time between sending and receiving the message is very short. (Fiedler, 2005).

“At individual level the use of networks has come to dominate our lives. Counting the time spent on broadcast networks, telephony and the Internet we can add between five to seven hours of leisure time a day on average in developed society” (Jan van Dijk, 2006).

3.1.7. Online Communication

Online communication could be classified as a part of interactive marketing. According to Kotler and Keller (2012), the newest and fastest-growing channels for communicating and selling directly to customers are electronic channels. Due to the technical options of the Internet, the position of users is changing. They themselves can create a content, share their opinions and experience. That all create a new reality for marketing communication either for reputation of the company, image of the brand, influence of WOM or viral marketing (Přikrylová&Jahodová, 2010).

Web 2.0 or Marketing 2.0, as it names Susan Payton (2009) refers to the Internet and technology tools that make marketing interactive and easily adaptable. It includes blogs, social bookmarking, social networking, pay-per-click and Internet adds and e-mail marketing.

“The variety of online communication options means companies can send tailored messages that engage consumers by reflecting their interests and behaviour. The internet is also highly accountable and its effects can be easily traced by noting how many unique visitors click on a page or ad, how long they spend with it, and where they go after” (Kotler&Keller, 2012).

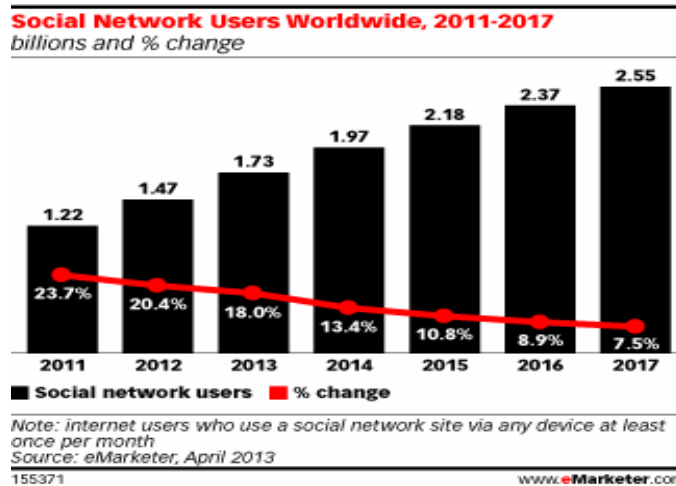
3.1.8. Social Media

Social media is growing and has been rapidly developing over the past few years. Due to the amount of users they have, marketing on social media has become an important part of PR as well as building the image of the brand. The most popular ones are Facebook, Twitter, LinkedIn for business purposes, Youtube and Instagram which is the youngest from mentioned but definitely not less important, rather than the opposite.

Social networks have become an important force in both business-to-consumer and business-to-business marketing (Kotler&Keller, 2012). In the Skadeele (2013), social media is described as a wonderful and exciting world, and understanding each of the tools

should give the brand the confidence to influence future increase in sales, expand brand awareness or establish a personal relationship with customers.

Picture 2 Social network users worldwide, 2011 – 2017



Source: eMarketer, 2013

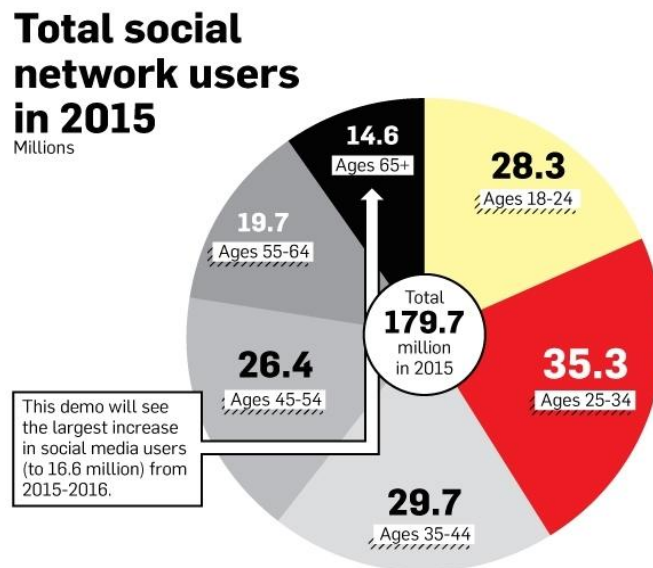
According to Safko (2009), understanding social media is crucial for today’s businesses. When a company/brand has a product/service and wants to get its/their business to the next level, the important step is to let people talk about them as far as word-of-mouth is one of the most powerful tool. The risky part about it is that the author cannot have a complete control about the conversations but when having a social media strategy, he can have a considerable influence.

For some type of information, social networks are sometimes even substituting the Internet browsers. The first intention was to provide a network which would bring a space where friends might communicate. That idea was gradually extended with new functions as users are able to share their photos, music or videos (Přikrylová&Jahodová, 2010).

“The network society is less inclusive than the mass society. You may be a member of some part of the mass society by birth or ascription. In the individualized network society, you have to fight for a particular place. You have to show your value for every network. Otherwise you will be isolated in, or even excluded from, the network” (Jan van Dijk, 2006).

Bloggers use social media to keep in touch with their readers / followers, to promote their blogs and to make sure that the readers know that a new article has been posted etc. For blogs, it is vital to have an account on Facebook and Instagram since blog itself is not enough in these days.

Picture 3 Total social network users in 2015



Source: Social Media London, 2015

As mentioned Stelzner (2015) in his report about social media marketing, which is focusing on how marketers use social media to grow their businesses, 92% of marketers said that social media were very important for their businesses.

Popular social networks related to marketing and blogging are:

Facebook

This social network is one of the most famous. It was created in 2004 by Mark Zuckerberg with the aim of making a network only for Harvard university students. In 2006, Facebook was opened for the rest of the world. The purpose of this social network is to provide contact between people and facilitate the communication with the help of sharing informations, pictures, videos and creating interest groups or organising events (Král, 2015). The nature of brand communication on Facebook is not to publish anything

but to have something to say. It must be relevant, catchy and ideally funny to make people to come back. There are many pages which brands created but they didn't use them thus they can be called as dead pages as nothing is happening there (Pánek, 2013).

Instagram

In 2012 Instagram was bought by Facebook and in 2015 the advertisement started to appear. Firstly it was testing in 8 countries and since September 2015 is available in the Czech Republic as well. There are 400 million actives users per month thus including adverts was a logical step. Instagram is analysing information from facebook profiles thus targeting the advertisement is personalized for each user. Brands are able to choose from wide portfolios as pictures, movies or more complicated formats, moreover the brand may add a link hence the potential customer may simply click and visit the web. The biggest potential is fashion, beauty and food brands which are the most popular topics on Instagram (Zieglerová, 2015).

Youtube

The phenomen of youtubers started few year ago and is fast increasing. When a company organises an event, it is simple to invite a vlogger who make a video from it. When there is a need to promote the new product, a brand can easily place it to vloggers who prepare unboxing videos. Youtubers are modern celebrities, they have their own agencies through the brands communicate with them. They are becoming the common tool of digital marketing (Žemličková, 2015).

Snapchat

Snapchat is recently the fastest growing social network on the world. It was created 4 years ago and the essence of this application is sharing of pictures which disappear after few seconds. The users are mainly girls between 13 and 23 years old. Companies and brands are lstarting to use this application with the function called "Live stories" which are 24 hour blocks of pictures and movies. They are reflecting the current situation and sometimes chosen influencers are helping them. Not only are big companies taking advantage of this application, many celebrities all over the world use it as well as politicians. Snapchat has also negative sites. There is no possibility

to share the content between users thus the virality is unattainable and responding to all customer's reactions is time consuming. Besides mentioned disadvantages the biggest one for marketers is that there are no metrics to measure the number of followers which must be measured manually (Birgusová, 2016).

3.2. Characteristics of blogs

3.2.1. General information

The word blog was created by shortening the word weblog which means web recorder. Basically, a blog is online diary where bloggers share different topics and opinions about them. Blogs can be a strong tool in public relations when the communication is lead systematically, professionally and keep to certain ethical rules. The author usually focuses on a selected target group and tries to provoke a debate connected to the topic (Jurášková, Hornák, 2012).

Blogging represents a simple way of creating a web presence. The popularity of blogs has grown enormously. The informality of blogs enables information to be communicated in more relaxed way than most other forms of marketing communication (Fill, 2009).

According to Jurášková and Hornák (2012) blogs can be divided into 6 types:

1. Personal blog – subjective expression of the author
2. Company blog – focused on marketing
3. Product blog – helps the publicity of concrete product or service
4. Brand blog – serve for branding and publicity of the trademark in new markets and customers
5. Mikroblog – new communication format, similar to Twitter
6. Splog and flog- spam blog (splog) or fake blog (flog) are blogs which were created by fraud only to support partner's products or leads to link to partner's webs

In the beginning, blogging was only a hobby for people who wanted to share their opinions, ideas and interests but over the years, especially when Google AdSense started, the blogosphere has changed when money came in and targeted marketing of brands had become.

Bloggers might be divided into 3 types: (i) Hobby bloggers who have their blog as hobby without any income; (ii) Part-time bloggers who already get some money from blogging but not enough to cover all the expenses hence they have another job or activity; and (iii) Full-time bloggers who spend the most of their time blogging and their income from this activity is covering all their expenses so there is no need to have another job (Darren Rowse, Chris Garrett, 2012). Full-time bloggers in the Czech Republic are exceptional, although they are more common abroad.

Increasing popularity of blogs could be seen in many research which were done on this topic. There are about 152.000.000 blogs around the world and every half a second one blog is created (WPVirtuoso, 2013).

The most of popular blogs are interactive which means that readers might let their comments below the post and express their opinion. It allows the dialogue between reader - blogger, reader - reader. As a result, the relationship between the blogger and the readers is getting closer and trust toward the blogger is build. This is one of the main reasons why brands and companies are focusing on bloggers. They are taken as opinion leaders which have a big influence on their readers according to closer relationship.

As stated by Jay C. Levinson (2007), American writer and marketer, modern and successful blog should have these attributes:

- **Personality:** Blogger should be a strong-minded person who is inspiring his readers who have the feeling they know him. With this attitude his credibility is increasing in comparison to other type of mainstream media where the feeling of intimacy is missing.
- **Usefulness:** Informations which the author is publishing on the blog should be useful and enjoyable to read. Ideally it should accomplish both assumptions to make readers come back because of interesting articles and ideas.

- **Writing style:** Bloggers should be careful of what they are publishing in order to not lose their readers. It is important to do not make a sales pitch from the blog and rather make it clear and simple.
- **Usability and design:** Important attribute of the blog is its clarity. The font should be easy to read and very important part is also archive which help readers to orientate on the blog better and find easier what are they looking for. Design and graphics should cooperate with the whole concept of the blog.
- **Return appeal:** It is necessary for the blog to be useful to engage enough visitors to make them come back.

3.2.2. Blog marketing

The importance of bloggers in online marketing has grown up rapidly in recent years, when bloggers community became an important part in public relations.

Blog marketing is a process of publishing the advertisement of the brand, company, product or service via blogs. In this case, the company is not buying a space for an advertising banner but they place the product directly to the post (article) or video of selected blogger. It includes advertisement, reviews and recommendations of the bloggers which serve to third parties (readers). Bloggers can objectively present, evaluate and effectively sell the product of the brands (Foreveryone.cz, 2015).

The usefulness of blogging is seen in a report by Stelzner (2015), where 69% of marketers said that they want to increase their use of blogs. Bloggers are changing the way how brands are approaching their customers. Recently, bloggers are taken as influencers which in past was title mainly for celebrities (Raye, 2012). "Bloggers are simply authentic, honest and what is the most important, they are real" (Fridrichová, 2014).

3.2.3. Tools of Marketing Communication used on blogs

Some of the following tools appears not only on blogs, in general we may find them on the Internet, in TV, hear them in the radio etc. Considering that the thesis is focusing on bloggers, marketing communication tools are specified for this specific branch.

Placing an advertisement on the blog brings the blogger financial benefits based on following scale (Janouch, 2011):

- Cost per click (CPC)
- Cost per thousand (CPT)
- Cost per unit (CPU)
- Cost per view (CPV)
- Cost per action (CPA): purchase, demand
- Placing the advert (flat rate)

Text advertisement

Advertisements appears not only based on searching word but also according to geographical targeting. Based on IP address system, there is the possibility to find out from which country the PC is connected to the network (Bárta, 2009). This type of advertisement is payed by PPC system which means that firm pays blogger when a customer clicks on it. It is crucial that bloggers add their post frequently to be on the top ranking list as search engines prefer blogs which appear on the top positions (Bly, 2009).

Graphical advertisement

The oldest and wide spreaded form of graphical advertisement are banners. There are many types of banners which could be divided according to its parameters. By its dimension there are full banners, header board, skyscraper, icons etc. Banners might be static or animated, interactive (roll out banner), superstitial or pop-up advert (adverts opens when clicking to other webpage) (Bárta, 2009). Nowadays there is much software which is capable of blocking these type of advertisements, therefore, the amount of banners is increasing.

Viral marketing

Viral marketing is form of communication when the information with advertising content is interesting for the recipient therefore he is spreading the information forward. The viral message is spreading without a control of the author thus it could be compared

to virus epidemic. With this marketing tool, brands are trying to influence their consumers, increase sales and brand awareness. Basically it is the form of WOM with only one difference which is that the way of transmission the information take place on the Internet (Přikrylová & Jahodová, 2010).

Viral messages can be in form of:

- Video
- E-mail
- Picture
- Text
- Music

With strong cooperation with the brand, bloggers might become the brand face, therefore, it is important that the bloggers communicate the identity of the brand appropriately. This tool is not only focusing on increasing sales but also to build the image of the brand (Bárta, 2009). Viral marketing is closely related to buzz marketing. Buzz marketing are marketing activities which are supposed to make buzz around concrete product or activity. As far as buzz marketing is classified to WOM activity, there is need to be careful about the message to not hurt the brand name as it is very difficult to stop the message from spreading. On the other hand, this activity might attract a lot of interest leading to share of the information.

Viral videos are typical for Youtube channel where bloggers (called youtubers) have their own account where they share their videos. Videoblogs (vlogs) are becoming more and more popular because the followers (people who follow the channel) have the feeling of even closer relationship than only through blog. There is no rule to have only blog or Youtube channel, vice versa often they are reachable at both.

Affiliate marketing

This tool is based on rewarding the blogger for recommending the product of the brand. Usually, bloggers add a banner with the product he wants to promote on his/her blog and from each purchase he/she gets the provision/reward (Vojtová, 2014).

Loyalty program

One of the most powerful tool with the aim of providing favorable purchasing conditions to loyal customers. There is a need to motivate the customer for purchase and one of the most common motivations on the blog is providing a discount (Janouch, 2011). The discount is for readers of the blog where the link to e-shop is placed. The reader get discount after typing the code which blogger provide on the blog, usually it includes the name of the blog.

Giveaways

One of the favourite tools of marketing communications are giveaways. They work on the principle that the brand/shop with which the blogger cooperates, provides the blogger with some presents for readers. To be able to win the presents, the reader usually has to sign up on the webpage of the brand and afterwards the winner is chosen randomly. Brands and companies for quite low cost gain valuable information about their potential consumers and also contact to where they can send offers, newsletters etc. (Šeflová, 2012).

Product placement

A disputable form of promotion on blogs are products placement. In this type of cooperation, brands offer the product to bloggers for free which is afterwards presented on the blog. As an example could be fashion blog, brand offer clothes and blogger under the outfit picture provide information what is he wearing and where to buy it. Readers might not recognise the hidden advertisements and buy clothes because of the recommendation of the blogger. In USA, where blogging is already on a higher scale, there is a law which says that each product the blogger gets for free must be mentioned somehow, usually as Courtesy of...etc. (Šeflová, 2012).

4 PRACTICAL PART

In this part, the thesis firstly focuses on development of blogs in the Czech Republic and their position in the society. By interviewing selected bloggers, the current situation of how cooperation between bloggers and brands works is analysed. In second section of the practical part, the influence of marketing communication through blogs is evaluated by means of the questionnaire designed for Czech consumer.

4.1. Development of blogs in the Czech Republic

The Czech blogosphere has been changing significantly during the past few years. Previously, blogging was a topic to talk about only in blogospheres as the public did not know about them much. That has changed in past year. The general public can hear more and more about them from several sides. An example could be famous Czech Slavík Award where one of famous Czech youtuber ‘Shopaholic Nicol’ was giving a prize winning band in category ‘Star of the Internet’. Another event where Czech bloggers came to the public's attention was the competition, Star Dance, held by Česká televize, where the winner became actress & blogger Marie Doležalová.

When continuing with Marie Doležalová, there is need to mention Magnesia Litera where Marie Doležalová won the Price for Blog of the year with her blog ‘Kafe a cigárko’.

In past, bloggers were mainly blogging only because of their interest in sharing their opinions and ideas with the public and they were doing that without getting any benefits from it. Nowadays many blogs exist and, for readers, it might be quite difficult to find out if the blogger is recommending a product because of his/hers opinion or only because he/she has been paid for that. It is crucial for blogger to build the trust between himself/herself and his/her readers as readers could believe him/her when they present the products.

In 2015, the Czech blogosphere started to change in relation to marketing. A new company called Elite Bloggers was created. The founder of the company was Tereza Salte (famous lifestyle blogger who lived in Oslo) and her husband John Erik. She wanted to change Czech blog marketing as, in the Czech Republic, there was no law about marketing cooperation with brands. The company offered to create

campaigns which the brands wanted, an election of a blogger who matches the best to the product and to take care of all of the necessary administration and reporting of results. Elite bloggers have 16 bloggers, including the most popular fashion blog – A Cup of Style. They communicate fair cooperation between blogger and the brand and gives them absolute freedom with evaluation of the product. Salte says that the reader must know that the blogger is writing his own opinion and that he can say whatever he wants to say. For clients it is more beneficial than hidden advert because in the end it has greater influence and authenticity. The idea of Elite Bloggers comes from Scandinavian and worldwide blogging concepts. Abroad, when blogger does not mention the cooperation with a brand, he can receive not a small fine. After 6 months on the Czech market, Elite Bloggers created campaigns for example for Mastercard or O2. Salte adds that their aim is to support bloggers as they could spend as much time as they need for blogging and in future to be able to become fulltime bloggers (Němečková, 2016).

Since December, Elite Bloggers provide their bloggers with a place where they can meet and create - Elite Bloggers Hub, which also include photo studio.

The negotiation of marketing cooperation between brand and blogger is based on:

- Transparency
- Adequacy
- Fairness
- Honesty

Elite bloggers is following international rules of marketing cooperation with bloggers and no one is obligated to write positive review. All data is continuously analysed and offers for their clients are made based on the adequate choice of blogger and form of marketing cooperation (Elitebloggers.cz, 2016).

Another sign that Czech blogosphere is developing are Czech Blog Awards. The ceremonial has started in 2013, in the beginning called Blogerka roku. There were 5 categories – Beauty, Fashion, Food, Life and Discovery of the year. In 2014 new category Video blogger appeared. This competition is based on readers/follower who vote for their favourite.

Bloggers and youtubers penetrate more and more into the world of books. Winners in category 'Fashion' in Czech Blog Awards 2015 were sisters Lucie and Nicole Ehrenbergrová with the blog A Cup of Style. They published their first book named *Móda, krása a životní styl* in November which was sold out very fast. Winner in category 'Blogger of the year' Dominik Landsmann published already his second book – *Deníček moderního fotra 2* which shows that talented writer can be born on the blog. Shopaholic Nicol, how is her Youtube channel called, was a co-author of the book *Já, jůtuber* which may serve as inspiration for those who would like to start with this popular channel. The second place in category 'Life' got actriz Marie Doležalová with her blog *Kafe a cigárko* where is she talking about the acting backstage. Her talent was awarded also in *Magnésie litera* as mentioned above and her blog was published in book form with a huge success as well.

Natálie Kotková is blogging since 2014. She is dedicated to modelling, in 2011 she won Miss Junior and this year she is raising the awareness of bloggers in Miss 2016 where is she nominated as one of 10 finalists.

4.2. Interviews

In this chapter, the interviews with 14 Czech bloggers are analysed. Each blogger is introduced in short medallion, which includes first 7 questions from the interview (Appendix A – Medallions of bloggers).

Colaboration with brands

The most of bloggers do not know concrete numbers of received offers for cooperation and they were estimating them per day, per week, per month or in total. From interviewing 14 bloggers, 4 of them did not answer. The highest amount of offers for cooperation obtained from interviews were from 5 to 15 offers per day. Evaluating the interviews showed that the existence of blog does not play a crucial role for how many offers a blogger receives. A person blogging for a year might get more offers than a blogger who created the blog 6 years ago. Brands are contacting bloggers via e-mail or Instagram messages. From the high amount of offers, bloggers agreed that 9/10 they reject.

In accepting or rejecting the offer, this depends only on blogger's opinion. Most bloggers expressed that when starting blogging they were amazed by the interest of brands offering them product for free. They were accepting a lot of them and, over time, they have learned that they don't want to only have advertising on their blogs and nowadays they are choosing cooperation with great care. The number of accepted offers differs among interviewed bloggers a lot. Some bloggers responded that they accepted about half of the offers, some are accepting only a few cooperations per year. What all bloggers expressed was need to believe in the product, it must somehow be connected to the concept of their blogs.

As each blogger is focusing on different topics on the blog, the cooperation with brands is different. In fashion/lifestyle oriented blog bloggers often cooperate with similar brands. They frequently mention cooperation with Zoot, Daniel Wellington, Olympus, Adidas, Roxy, Pandora, O2, Woodies.cz, Lush, Urbanlux, Mixit, Martinus and many other more or less famous brands. Blogs focusing also on cosmetics were repeatedly mentioning cooperation with Bioderma and Benefit. On foodblogs, the cooperations are obviously different. Interviews were done with two food bloggers Markéta and Kateřina. Kateřina who is blogging for half a year took only one cooperation with Amundsen as she would like to take cooperation only with brands she would be using even without her blog. Markéta took few cooperations per year. Those were for example brands as Minerva, Lidové noviny or Potten Pannen.

Criteria for accepting the collaboration

All bloggers highlight the importance of believing in product they want to promote. Nikola from Brixhauz says: *"I would never accept cooperation for example for vacuum cleaner, the product must be somehow connected to the content of my blog."* Similar opinion has Dominika from DBLOG: *"I will not be promoting anything I don't like and what is not associated to my blog as alcohol, cigarets etc."* Another criterion is the form of cooperation, what the brand wants from the blogger. *"When a brand wants an advertising post I choose cooperation only with brands I wear. I would never write a post about some brand I don't even know, my loayal readers would find out that I was paid to write that article. In different types of cooperation as barter, I don't have*

problem to try something new but I definitely reject promoting some cheap Asian brands and e-shops” adds Eliška from TimetoFit. Some bloggers also look if the brand is already cooperating with some bloggers. Dominika from MalaDominika blog says: “I usually don’t want to test new product when I have already seen reviews on other blogs. But sometimes, when the offer is really attractive, I take the cooperation even when I know there are more bloggers who get the same offer.”

The first impression of the brand is very important when trying to offer the cooperation to bloggers. Sisters from A Cup of Style mention: *“It is always nice to know that the brand is interested in blogging and know something about us.”* The first sentence of email usually says if the blogger will continue reading or not. *“I need to know that the email is directed to me, some kind of personalization, not mass-mailed email for x bloggers, I don’t like that. When there is not any mention of my blog, I do not take the offer”* says Dominika from DombyDom. Anna Stránská has similar opinion: *“I am always pleased when from email I can see that brand representative took some time to go through my blog. When first sentence is ‘Dear blogger’ I see that concrete person did not even open my blog”*. *“The worst are e-mails sended in the way of ctrl+c and ctrl+v”* added Kateřina from My Cooking Diary. In accepting or rejecting the offers, it depends upon the aspects mentioned above as well as the current availability of the blogger. Demands differ within the companies hence the blogger may choose the cooperation which is suitable the most for her/his blog.

When collaborating with brands, bloggers have to incorporate the advertisement into their articles (posts). There are bloggers who refuse banner cooperations as they think their readers appreciate to not see advertisement for the first sight. Bloggers mention the need to promote only product they believe in thus their readers know that everything they share is their honest opinion and not only paid advertisement. When writing sponsored post, the most of bloggers prefer to inform their readers that the product they are writing about was send to them. It prevents misunderstanding and build the credibilty of the blogger. In general, readers perceive the collaboration between bloggers and brands positively as bloggers do not register negative reactions about some of their collaboration.

Unique collaborations

Each company has a distinctive concept and its marketing communication and PR differs. As already mentioned above, bloggers prefer when the brand is somehow special. When getting an offer, they like when the brand knows them, knows their posts and the first e-mail is personalized. When focusing on blog in general, bloggers see cooperation with Olympus as unique one. Olympus understands bloggers needs and knows how to communicate with them, for instance organizing workshops, providing cameras etc. The most successful bloggers have high quality photos which are crucial for each blogger, Olympus have found the way how to promote themselves and both parties benefit from it. Bloggers focusing on fashion appointed mainly brand Zoot which is organizing many events and meetings and selected bloggers could also create their own t-shirts which afterward were available on Zoot eshop. Blogs focusing on beauty mention unique cooperation with Lush and Esté Lauder – Mac cosmetics. Lenka from Salad by Leni appreciate cooperation with DM as they are sending beautiful personalized packages where she can see that the company made a point on it. Some bloggers also mentioned Elite Bloggers as unique cooperation as they are taking care about them and organize many events, furthermore they gave bloggers their own office. Foodblogger Markéta liked the cooperation with Chefparade as they are active about cooperation with her.

In general bloggers like when the brands do something more than they have to. They appreciate getting personalised packages and gifts, being invited for special events or when having an idea, the possibility to realise it.

How it works

Most of the bloggers agreed that the brands usually contact them first but when the blogger is really interested in collaboration, he/she can contact them first as well. Each cooperation is different, usually bloggers do not sign any contract and everything is about agreement between them and the company. Frequent are agreements for barter cooperation, where blogger gets product for free and write about it in some of her posts. The goal of giveaways is, besides giving product to blogger, giving product for readers too. Another type of cooperation is being paid for the post.

Cooperation with fashion bloggers is mainly based upon wearing the brands' products and posting it on the blog. When it is about cosmetics product, there is usually need to write a review.

Dominika from DomyDom says: „*In some cooperation I have learned to ask for money. Brands respect and appreciate us as they know we know our price*“.

Collaborations with foodbloggers are again little bit different. They might be based in writing a recipe for a selected brand which publishes the recipe on their web or the blogger uses the ingredients and marks them in a recipe on its blog.

Future potential of blogs from bloggers perspective

Most bloggers mentioned the Czech Blog Awards and the new project, Elite Bloggers. Dominika from DBLOG says that nowadays there is a “boom” of having own blog thus it is difficult to succeed. “*The blog potential is huge as it is perfect marketing tool and for us it is a nice community of people with the same hobby we can share*” says Dominika from DomyDom. The interviewees think that bloggers will become more and more important and the power of blogs will grow. Bloggers believe that the project Elite Bloggers will help the Czech blogosphere to develop. About Czech Blog Award, bloggers opinions differ from those about Elite Bloggers. Nikola from Talktomoustache does not prefer Czech Blog Awards as she believe that they are blogging because they like it and not to compete among themselves. The similar feeling has Kateřina from Rinakrois: “*I think there is not big potention for Czech Blog Awards, it is very biased and depends only on how much followers the blogger has. Thus it can't say that the blogger who wins is the one with highest qualities. If there would be some jury, it would increase the standard*”. Bloggers were comparing blogging in the Czech Republic and abroad. In the Czech Republic blogging is not as developed as for instance in USA, Germany or Italy. In those countries bloggers might have their blog as their full time job, but the most of bloggers believe that with the creation of Elite Bloggers it will be able here soon as well.

Summary of the interviewees

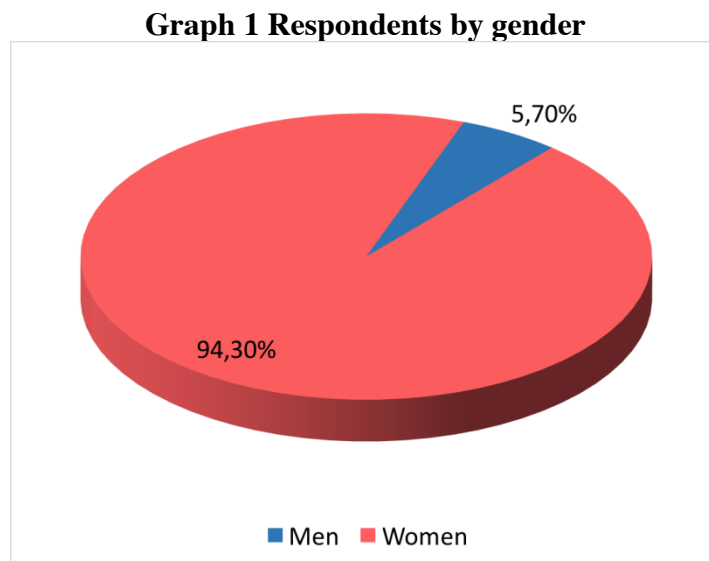
To conclude the results from the interviews, it is seen that bloggers are trying to work fairly on their blogs and they do seem to think carefully about which cooperation to accept and which to dismiss. It is important to build trust between them and their readers in order to increase the credibility of their posts. If they accept a cooperation which is not related to the concept of the blog, it could harm them as well as damage the reputation of the brand. From the interviews seems that the situation about how the brands are communicating with bloggers is improving and there are some unique brands which do an excellent job according to interviewed bloggers. However, there are still brands who do not know how to attract bloggers to cooperate with them. The situation on the Czech blogosphere is improving as bloggers are trying to professionalise. They give high importance to quality content and pictures and with the creation of Elite Bloggers they believe that once they may become the full time bloggers.

Results, arising from the interviews, to be highlighted are as follows:

- Careful selection of the cooperation with the brand (rejecting 9/10 offers)
- Believing in the product, relevance to the concept of the blog
- Quality content and high quality of photos
- Communication of the brand – first sentence of the e-mail usually decides if blogger accepts or rejects the offer for cooperation
- Personal approach to each blogger – bloggers appreciate when brands know them and offer them something special
- Cooperation is upon agreement, usually there is no contract
- The most common cooperations are: barter, reviews, giveaways and paid articles
- Big potential of blogging, moving to the next level with creation of Elite Bloggers

4.3. Questionnaire

The questionnaire was filled by 456 respondents. It was published in electronic form and included 20 questions where 19 were closed, 1 opened and 3 filtered (Appendix C). Based on the first filtration question, people who do not follow blogs were eliminated. Since the majority of blog followers are women, there is the majority of questionnaires answered by them. As it is seen in the graph below, there were 94,3% (which is 430) of women respondents and 5,7% (which is 26) were men respondents (Graph 1).

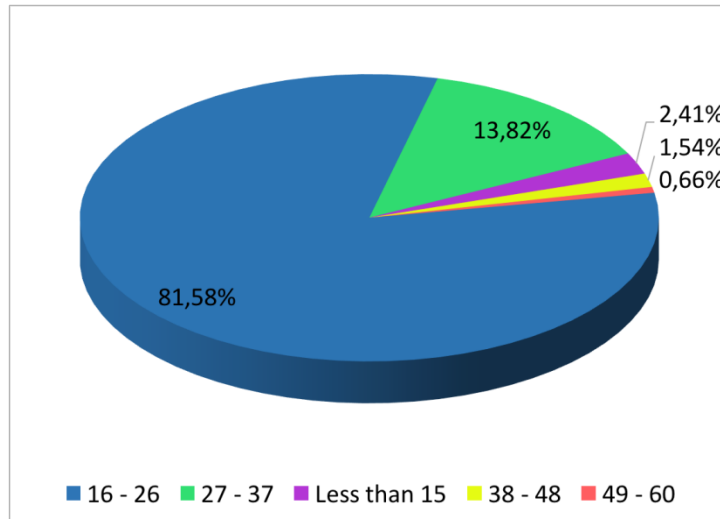


Source: Author's own creation, 2016

The most represented was age category between 16 – 26 years old (81,58%) and after them category between 27 – 37 years old (13,82%). Other categories were represented as follow: Less than 15 years old (2,41%), 38 – 48 years old (1,54%) and lastly with 0,66% was category 49 – 60 years old (Graph 2). According to the survey, blog followers are mainly students (67,54%).

With 21,93% are represented employees and after them entrepreneurs (3,51%), women on maternity leave (3,29%) and unemployed (1,97%). With the same 0,22% is represented retire, student who works and freelancer.

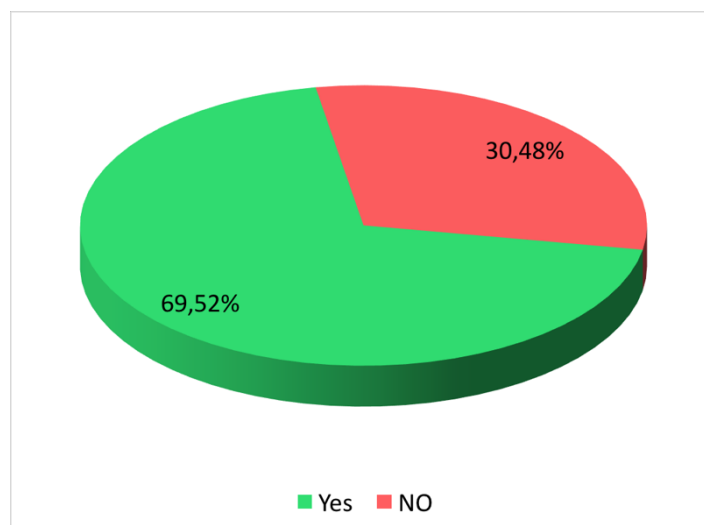
Graph 2 Age category



Source: Author's own creation, 2016

First filtration question divided respondents into two categories. Those who do and who do not follow blogs. For category who do not follow blog, the questionnaire ended. From 465 respondents, 317 (69,52%) follow bloggers and 139 (30,48%) who do not follow them (Graph 3).

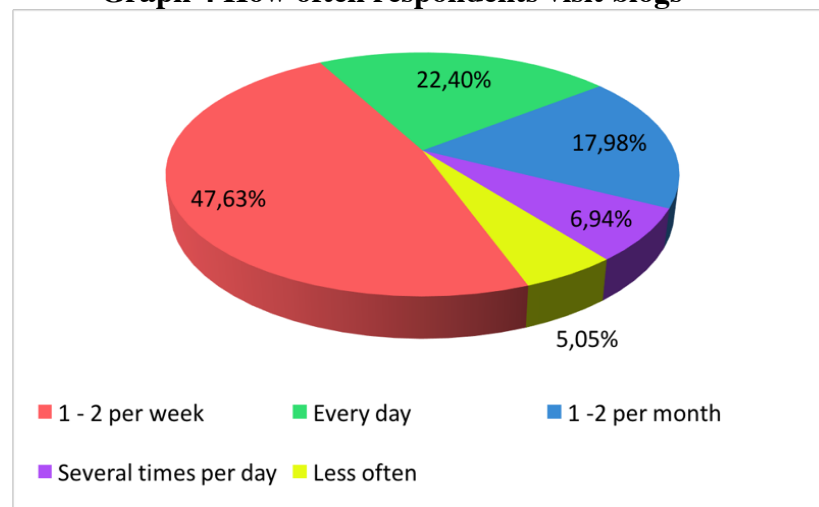
Graph 3 Blog followers



Source: Author's own creation, 2016

Following question for respondents who follow blogs was how often they visit blogs. The most frequent response was 1-2 per week (47,63%). Afterwards with 22,40% was response every day, with 17,98% → 1-2 per month, with 6,94% → several times per day and with 5,05% → less often (Graph 4). Responses on sixth question, if following also foreign blogs, was balanced. 51,42% (163 respondents) do follow foreign blogs and 48,58% (154 respondents) do not.

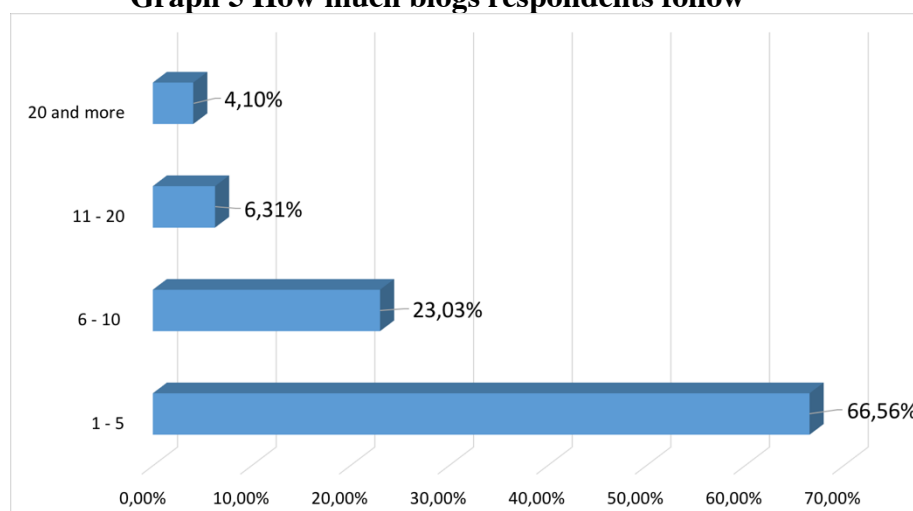
Graph 4 How often respondents visit blogs



Source: Author's own creation, 2016

From the questionnaire it was found out that 66,56% of respondents follow between 1-5 blogs. Between 6-10 blogs follow 23,03% of respondents, 6,31% of them follow 11-20 blogs and more than 20 blogs follow 4,10% of respondents (Graph 5).

Graph 5 How much blogs respondents follow

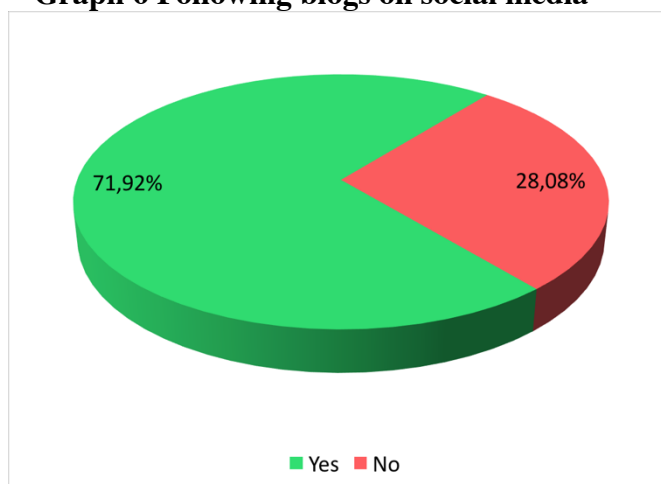


Source: Author's own creation, 2016

Eight question showed type of blogs that respondents are interested in. 60% of respondents are the most interested in fashion blogs, on the second place are lifestyle blogs with 58,04%, Beauty oriented blogs are followed by 52,05% of respondents. 48,36% of respondents like foodblogs and travel blogs like 40,38% of interviewed respondents.

The questionnaire confirmed the popularity of social media and the advantage to have an account on them as 71,92% of respondents follow bloggers there (Graph 6).

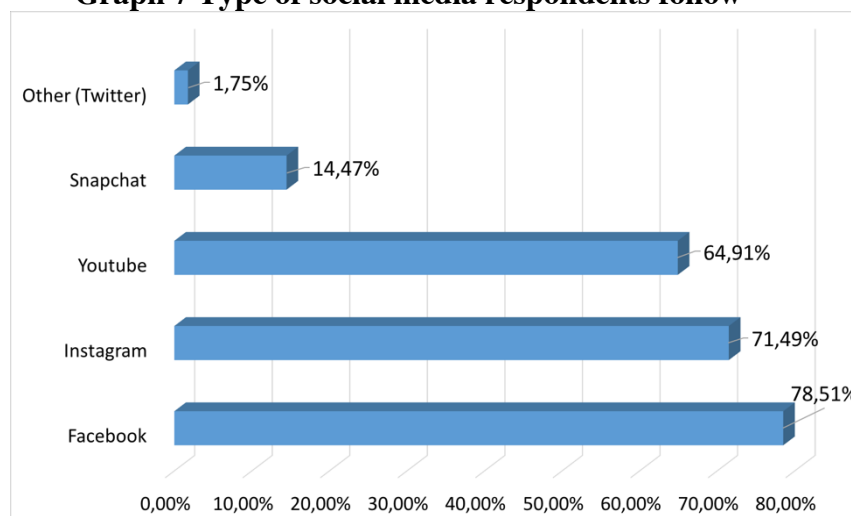
Graph 6 Following blogs on social media



Source: Author's own creation, 2016

The tenth question was aimed to find out on which social media respondents follow their favourite blogs. 179 respondents (78,51%) said they follow Facebook account of the blogger. Blogger's Instagram account follow 163 (71,49%) respondents. 64,91% follow Youtube channels, 14,47% Snapchat and 1,75% Twitter accounts (Graph 7).

Graph 7 Type of social media respondents follow

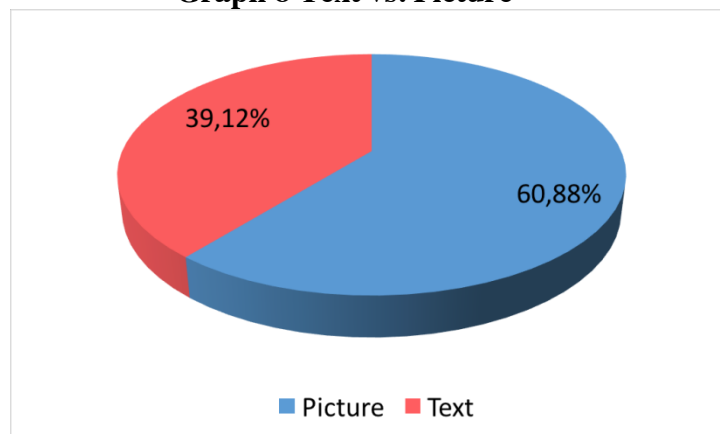


Source: Author's own creation, 2016

The question on how the respondents perceive bloggers was commonly answered that they perceive them as their friends (36,59%). As journalist are perceived by 31,86% respondents. 13,88% of respondents see them as role models. 6,31% of respondents identify bloggers as experts in specific area. 5,67% mentioned the same response in additional field and it was that they take them as an inspiration. In general, respondents perceive them positively, only few negatives comments were noticed.

From the questionnaire is also seen that respondents are more interested in pictures on blogs rather than text (Graph 8). 60,88% prefer to browse pictures than reading a text. From the interviews with bloggers was found out that they put a lot of effort into their pictures, to have a high quality of them. In respect to those interviews is seen that it is worth it, as their followers appreciate it.

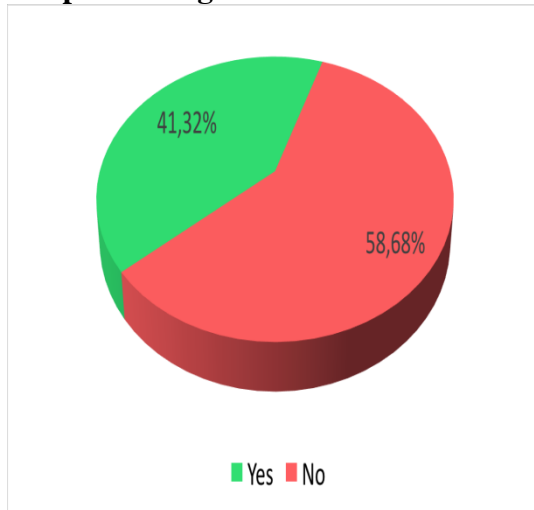
Graph 8 Text vs. Picture



Source: Author's own creation, 2016

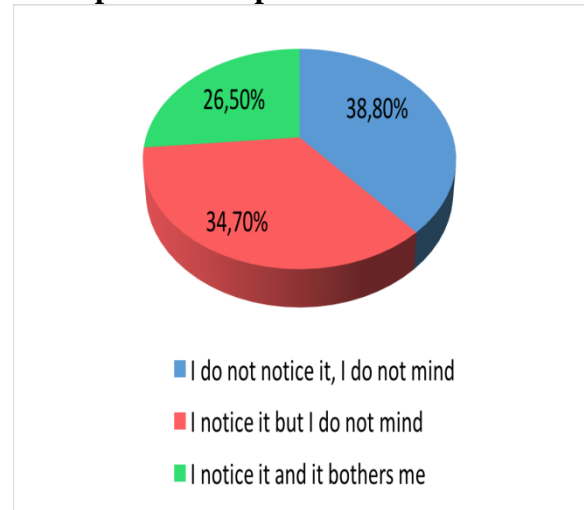
The advertisements on blogs are mainly perceived positively. 58,68% do not even notice it thus it does not bother them. 34,7% do notice the advertisement but it does not bother them and 26,5% notice it and it annoys them (Graph 9 and 10).

Graph 9 Recognition of advertisement



Source: Author's own creation, 2016

Graph 10 Perception of advertisement

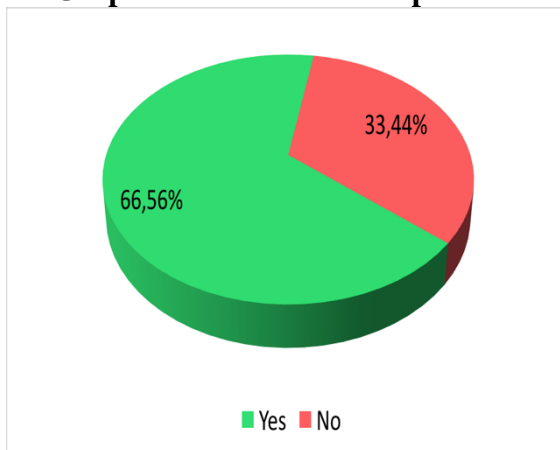


Source: Author's own creation, 2016

That bloggers have a big influence on their followers is seen from the fifteenth question. 66,56% already bought some product according to bloggers recommendation (Graph 11). An optional open question showed that respondents mainly purchased cosmetics product as make-up, lipstick, mascara etc. 97,63% of interviewed respondents were satisfied with this product and only 2,37 were not (Graph 12). The expectations about the product, in the way how the bloggers described it, were met on 92,89%.

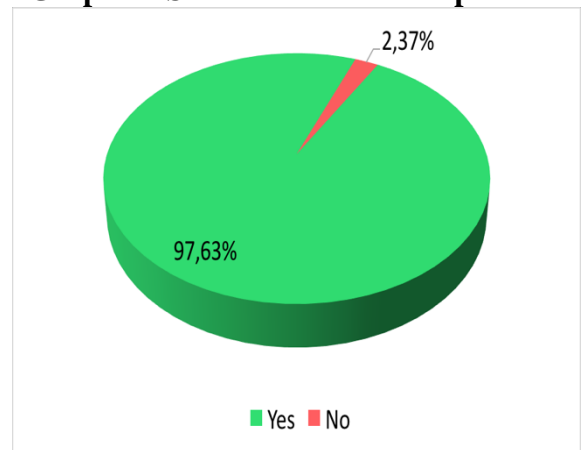
Another form of how bloggers cooperate with brands is the way of providing promo codes which means they get unique code they can provide to their readers with certain discount. According to this questionnaire, it was found that only 7,11% of respondents used this provided discount code.

Graph 11 Purchase of the product



Source: Author's own creation, 2016

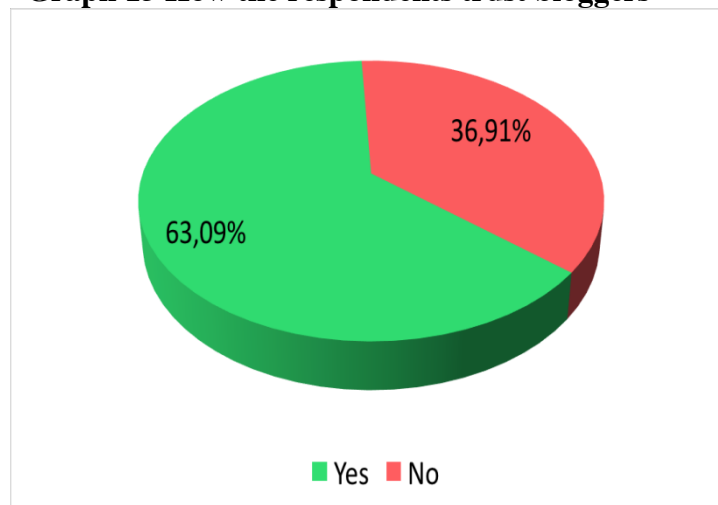
Graph 12 Satisfaction with the product



Source: Author's own creation, 2016

As blogs are seen as new form of marketing communication which brands are using, this questionnaire confirmed the efficiency of it. 63,09% of respondents believe bloggers more than other forms of marketing communication as advertisements in TV, radio, magazines etc. (Graph 13).

Graph 13 How the respondents trust bloggers



Source: Author's own creation, 2016

Summary of the questionnaire

The questionnaire showed that blog followers are mainly young females, predominantly students who are searching for inspiration. The respondents are mainly following between 1 to 5 blogs and they usually visit them 1 to 2 times per week. Most are respondents interested in blogs focusing on Fashion, Lifestyle, Beauty, Travel and Food. The questionnaire also showed that the most of respondents follow their favourite blogs on social media as Facebook and Instagram. The popularity of following bloggers on Instagram also confirms that the respondents prefer seeing photos rather than reading text as Instagram, for example, is primarily based on pictures and short descriptions.

Bloggers are mainly perceived as someone close, like a friend, which means that their readers might easily identify with them. Respondents thereby perceive the advertisements on blogs more positively. The credibility of bloggers confirms the fact that 66,56% of respondents already purchased at least one product recommended by bloggers and 97,63% were satisfied with this product. For now, the most ineffective form of cooperation seems to be promotional codes, which only 7,11% of respondents have used. The fact that a blog is a powerful marketing tool was evident from the last question. 63,09% of respondents believe bloggers more than other forms of marketing communication, such as advertisements on TV and in magazines etc.

Results, arising from the questionnaire, to be highlighted are as follows:

- Typical blog follower = young female
- Source of inspiration
- Many followers also on social media
- Blogger = Friend → easy identification with the blogger
- Credibility
- Popularity of pictures
- Purchase of the products based on bloggers recommendation
- Lack of use of promotional codes
- Higher influence than other forms of marketing communication

5 CONCLUSION

The aim of the thesis was to evaluate the current marketing communication of brands through blogging. A further aim was to determine how the public perceives bloggers and the related advertising. The theoretical part of this thesis focused on the explanation of the basic concepts of marketing communication, the analysis of communication mix and its implication to the Internet. The second section of the theoretical part of this thesis introduced the general characteristic of blogs and tools of marketing communication used on them.

The practical part of this thesis was firstly dealing with interviews with selected Czech bloggers with the aim of evaluating how the cooperation between bloggers and brands work. The interviews showed that there is huge potential for blogging and many brands are establishing cooperation with them because by using bloggers they might precisely target their target group for relatively low cost. Evaluation of the interviews showed that bloggers are choosing collaboration with brands carefully and offers which are not related to the concept of their blogs are being refused. Bloggers emphasised the need of having high quality of photos on their blogs which was confirmed when the questionnaire conducted for blog readers showed that more than a half of the respondents said that they prefer photos rather than texts.

The questionnaire showed that blog readers are mainly young females searching for inspiration. The popularity and credibility of bloggers is high as Czech consumers may easily identify with them, meaning they take them as their friends. In comparison to other forms of marketing communication, bloggers are real people who have high influence on their followers and who are communicating with their readers not only via blogs but also on different types of social media; thus their readers are in contact with them in a real time.

The significant result of this thesis is that bloggers have high influence on their readers due to their credibility which is seen in purchased products according to the bloggers recommendation. Respondents believe bloggers more than they believe other forms of marketing communication such as advertising on TV, on radio or in magazines. The results from the interviews with bloggers are in line with the results of the questionnaire given to the public, meaning that bloggers opinions about how their

readers perceive them, how they perceive appearance of advertisement, cooperation with brands etc. are consistent with responses of interviewed respondents.

This thesis may be useful for bloggers and marketers for evaluating the efficiency of blogs in marketing communications. It shows how target groups of blogs looks and how the group perceives bloggers and associated advertising. The thesis also presents what bloggers like and dislike about how brands behave and what determines whether or not they will accept or reject the offer for cooperation.

6 RESOURCES

6.1. Literature

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7 APPENDIX

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Appendix A – Medallions of bloggers

A Cup of Style

- Sisters Lucie and Nicole Ehrenbergerová
- Field: Fashion, Lifestyle, Beauty
- Age category: 20-25 years
- Blog: <http://www.acupofstyle.com>

They were one of the first bloggers in the Czech Republic. They are blogging over 12 years and they become one of the most famous Czech bloggers. The reason why their blog is popular is that their followers might identify with them easily, they are as their friends, they communicate and try to motivates them. Since the Czech Blogger Awards began they were winning in category fashion. In autumn 2015 they published their first book. Blog is not the only social network where they are active. On Facebook they have over 33.000 followers, Lucie has 70.000 and Nicole 68.000 followers on Instagram, on Youtube channel they have over 100.000 subscribers. (February 2016)

DBLOG

- Dominika Pokludová
- Field: Lifestyle
- Age category: 20 - 25 years
- Blog: <http://www.dblog.cz>

Dominika is blogging over one year. Her lifestyle blog motivates many people in doing some sport. She gives tips how to train, what to eat and that is what her readers like. Dominika's blog is based on quality pictures and communication with her readers, she is

replying to each email and fb message. She created the blog with her aunt after a success on Instagram, nowadays she is blogging only by herself. On Facebook page she has 3000 followers, on Instagram it is almost 53.000.

DombyDom

- Dominika Lukášová
- Field: Fashion, Lifestyle
- Age category: 20 – 25 years
- Blog: <http://www.dombydom.cz>

Dominika is blogging for almost 2 years, since march 2014. She thinks that the reason why people like her blog is that she is not writing only what is she wearing but also stories about her life, what she likes and what is she doing. Her blog is full of positive energy which inspires people. She created her blog to express herself, to not be only passive member of blogosphere. On Facebook page she has 700 followers, on Instagram 12.500.

The Salad by Leni

- Lenská Stránská
- Field: Lifestyle
- Age category: 20 – 25
- Blog: <http://www.thesaladbyleni.cz>

The Salad by Leni blog exists for one year. The reason for creating a blog was also popularity on Instagram account. Lenka has about 1300 followers on Facebook page and on Instagram it is 28.000 fans.

Stylish Coffee

- Veronika Tázlerová
- Field: Lifestyle
- Age category: 15 – 19
- Blog: <http://www.stylishcoffee.cz>

Veronika is blogging since March 2015. As the name of the blog already says, she likes coffee. On her blog people can find not only reviews of cafes but also posts about fashion and her daily life. She has 670 followers on Facebook and 4100 on Instagram.

Brixhauz

- Nikola Braxatorisová
- Field: Fashion, Lifestyle
- Age category: 20 – 25
- Blog: <http://www.brixhauz.cz>

Blogging since April 2015. The reason for creating the blog was to share her experiences as well as get them from her readers. Nikola likes fashion, travelling and healthy lifestyle and all of that is her blog about. On Facebook page she has 490 followers and almost 11.000 fans.

My Cooking Diary

- Kateřina Lustigová
- Field: Food, Travel
- Age category: 20 – 25
- Blog: <http://www.mycookingdiary.cz>

Kateřina is blogging since September 2015 but her Facebook page was founded year before. On Czech blog awards she won the Award for Discovery of the year. Her blog was firstly created only for her friends as she started losing weight and her friend were curious what is she cooking at home. Over time more and more people became interested in her blog. There are 8700 people following her on Facebook and almost 20.000 on Instagram.

Anna.

- Anna Stránská
- Field: Fashion
- Age category: 15 – 19 years
- Blog: <http://www.annastranska.com>

Her blog exists for almost 4 years. The reason for creating it was her curiosity about fashion, she wanted to know if people like her style. On Facebook she has 800 fans and 4800 on Instagram.

Rinakrois

- Kateřina Kulesová
- Field: Beauty
- Age category: 20 – 25
- <http://www.rinakrois.com>

Kateřina is blogging for two years. The reason for starting her own blog was to self-expression, the way how to spend her free time and improve herself in written expression. The reason why people are coming back to her blog is that she is keeping the uniform style and simplicity of pictures. On Facebook she has 340 followers and 2900 on Instagram.

Malá Dominika

- Dominika Malá
- Field: Fashion, Food, Lifestyle, Beauty
- Age category: 20 – 25
- Blog: <http://maladominika.blogspot.cz>

Her blog exists for 6 years where she had 2 years break. The reason for continuing was that she wanted to spend her free time efficiently. The strength in her blog might be the diversity, she is trying to not be writing about the same things as everyone else which is not always easy. She has 55 followers on Facebook fans and 1300 on Instagram.

Kitchenette

- Markéta Pavleje
- Field: Food
- Age category: 30+
- Blog: <http://kitchenette.cz>

Markéta is blogging for 4 years. In Czech blog awards 2015 she won in category Food and in 2014 her first cookbook called “Rok v kuchyni” was published. She worked in fashion business but she always liked cooking and that was the reason to escape from one business to another one. Markéta also highlights the importance of high quality pictures which the readers appreciate. About 37.600 people are following her on Facebook and on Instagram she has 9.000 fans.

Voguehaus

- Barbora Ondráčková
- Field: Fashion, Lifestyle, Travel
- Age category: 15 – 19
- Blog: <http://www.voguehaus.com>

Her blog was founded 3 years ago. She partly lives in Germany and her followers may find many different categories, from fashion, lifestyle to travelling tips. Barbora writes post often and also mention that quality pictures are crucial for her blog. She has 4.800 fans on Facebook page and 238.000 on Instagram.

Time to Fit

- Eliška Hudcová
- Field: Fashion, Lifestyle, Fitness, Travel
- Age category: 20 – 25
- Blog: <http://www.timetofit.com>

Eliška is blogging for about 2 years. Her reason for creating a blog was to inspire people around her about fashion, share her travel experiences and her tips about fitness. Her readers like the most her travel posts and also mentions the importance of good pictures. About 3300 people follow her Facebook and over 8.000 on Instagram.

Talk to my moustache

- Nikola Havlíčková
- Field: Fashion, Lifestyle, Beauty
- Age category: 20 – 25 years
- Blog: <http://www.talktomymoustache.cz>

It has been 5 years her blog started. Photography and writing became her hobby and she likes to share her opinions on different issues. The reason why readers are coming back to her blog is that her followers may identify with her well as the clothes she wears and cosmetics she uses is affordable for everyone. Nikola has 1.600 followers on Facebook page and 6.700 on Instagram.

Appendix B – Interviews

- 1) Name, name of the blog, link:
- 2) On what is your blog focusing?
 - Fashion
 - Food
 - Lifestyle
 - Beauty
 - Other, specific:
- 3) Gender:
 - man
 - woman
- 4) Age category:
 - 15 – 19
 - 20 – 25
 - 26 – 30
 - 30+
- 5) How long have you been blogging?
- 6) What was the reason to start blogging?

- 7) Why do you think is your blog popular?
- 8) Speaking about the cooperation with companies, how many offers have you already received?
- 9) How much offers did you accepted?
- 10) Could you named brands you were/ you are still cooperating?
- 11) On what criteria are you choosing the cooperation?
- 12) What brings your attention about how the brand is presenting themself for establishing potential future cooperation with you?
- 13) What decide wheter you accept or reject the offer?
- 14) Could you named one brand which you think is taking care about bloggers the most?
- 15) Why is this cooperation unique?
- 16) How are you trying to incorporate the collaboration with brand into your articles? How your readers perceive it?
- 17) Could you describe how cooperation between you and brand works?
- 18) According to you, what is the future potential of blogs?

Appendix C – Survey

1) Gender:

- Woman
- Man

2) Age category:

- Less than 15
- 16 - 26
- 27 – 37
- 38 - 48
- 49 - 60
- More than 60

- 3) You are:
- Student
 - Employee
 - Entrepreneur
 - Unemployed
 - Retired
 - On maternity leave
 - Other:
- 4) Do you follow blogs?
- Yes
 - No
- 5) How often do you visit blogs?
- Several times per day
 - Everyday
 - 1-2 per week
 - 1 -2 per month
 - less often
- 6) Do you also follow foreign blogs?
- Yes
 - No
- 7) How many blogs do you follow?
- 1 – 5
 - 6 -10
 - 11 – 20
 - 20 and more

8) What type of blog orientation you like the most?

- Fashion
- Lifestyle
- Food
- Travel
- Other:

9) Are you following blog also on social media?

- Yes
- No

10) On what social media are you following bloggers?

- Facebook
- Instagram
- Youtube
- Snapchat
- Other:

11) How do you perceive bloggers?

- As journalists
- As friends
- As experts
- As role models
- As someone Im jealous on
- Other:

12) Do you prefer pictures or text in the articles on blogs?

- Picture
- Text

13) Do you notice the advertisements on blogs?

- Yes
- No

14) What is your opinion about advertisement on blog?

- I do not notice it, it does not bother me
- I notice it but it does not bothers me
- I notice it, it bothers me

15) Have you bought some product according to bloggers recommendation?

- Yes
- No

16) What product it was?

17) Were you satisfied with this product?

- Yes
- No

18) Did this product meet your expectations in they way of how blogger described it?

- Yes
- No

19) Have you ever used promotion codes, through which bloggers are offering you a discount within the selected brand?

- Yes
- No

20) Do you trust bloggers more than you trust other forms of marketing communication? (advertisement in TV, in magazines etc.)

- Yes
- No