

Czech University of Life Sciences in Prague

Faculty of Economics and Management

Department of Management



Abstract of the Bachelor Thesis

**Evaluation of Marketing Communication
Role of Bloggers**

Lucie Stejskalová

© 2016 CULS Prague

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

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. 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.

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. 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 vypInto.cz from 22. 2. 2016 to 28. 2. 2016 and 456 respondents participated.

Results

To conclude the results from the interviews, it was 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 articles. The situation on the Czech blogosphere is improving as bloggers are trying to professionalise, e.g. they give high importance to quality content and pictures.

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. The questionnaire also showed that the most of respondents follow their favourite blogs on social media as Facebook and Instagram. 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. 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.

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 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.

Resources

FIEDLER, Jiří. *Marketingová komunikace*. Vyd. 1. V Praze: Česká zemědělská univerzita, Provozně ekonomická fakulta, 2005, 123 s. ISBN 978-80-213-1380-4.

KOTLER, Philip a Kevin Lane KELLER. *Marketing management*. 14th [ed.]. Upper Saddle River, N.J.: Prentice Hall, c2012, xxii, 657, [127] p. ISBN 0132102927

PŘIKRYLOVÁ, Jana a Hana JAHODOVÁ. *Moderní marketingová komunikace*. 1. vyd. Praha: Grada, 2010, 303 s., [16] s. obr. příl. Expert (Grada). ISBN 978-80-247-3622-8.

VYSEKALOVÁ, Jitka. *Psychologie reklamy: nové trendy a poznatky*. 3., rozš. a aktualiz. vyd. Praha: Grada, 2007, 294 s. Expert (Grada). ISBN 978-80-247-2196-5.