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**BACHELOR'S THESIS**



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**Social media and its impact on marketing communication  
Case study about companies in Czech Republic**

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Contents:

1. Introduction
2. Objectives
3. Literature Review
4. Research Methodology
5. Case Studies
6. Analysis of results
7. Conclusion and Recommendations
8. Bibliography

**List of recommended literature:**

1. Selected Elements of Information Management and Marketing in Higher Education, 2013, J.C- L.R- D.D
2. Online Communication Strategy, Kitchener, 2010
3. Economic Development and Management of Regions HK Vol. 5, February 2015: Andrzej Skibinski, 182 pages.
4. Sociální sítě v Česku, Petr Michl, 2013, Available from :[http://www.m-journal.cz/cs/internet/socialni-site/infografika--socialni-site-v-cesku\\_s416x9788.html](http://www.m-journal.cz/cs/internet/socialni-site/infografika--socialni-site-v-cesku_s416x9788.html)
5. Economic Development and Management of Regions HK Díl 2, February 2015: D.N, P.S, 318 pages

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## Declaration

I declare I wrote the Bachelor's thesis "Social media and its impact on marketing communication" myself, using only the listed bibliography.

The research was done under the support and guidance of doc. Ing. Hana Mohelská Ph.D.

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## **Annotation**

The name of this thesis is “Social media and its impact on marketing communication”.

Internet utilization has been growing so quickly in the last 10 years, and particularly in the last 5 years, in Czech republic there are around 4,584 companies, who conduct their business in the environment of services on the internet, many of this Czech companies have found new possibilities and opportunities to promote and sell their products and services.

These approaches of social media in the market communication is new, and it's primarily used as a tool for communication with customers.

The purpose of this thesis has been to study how social media influences the marketing communication of Czech companies.

The methodology of this research, in order to ensure a suitable and available data collection, this thesis will focus on three Czech companies, which are they using social media dramatically.

The method has a qualitative research approach combining different case studies about these companies, afterward, there will be compared between them, the overall result of this thesis was that the communication via social media is still in the early stages of its development in the Czech Republic.

To exceed and support the marketing communication the Czech companies approve social media as an effective tool, Also social media observation is a remarkable component.

## **Anotace**

Tato bakalářská práce nese název“ Sociální média a jejich dopad na marketingovou komunikaci”.

Používání internetu roste tolik v posledních 10 letech. Zejména v posledních 5 letech okolo 4584 českých firem podnikají v prostředí služeb na internetu. Mnohé české firmy našli nové možnosti, jak podporovat jejich produkty. Tyto nové přístupy se používají hlavně jako nástroj komunikace a nazývají se sociální média. Cílem této práce bylo zkoumat, jak sociální média ovlivňují marketingovou komunikaci českých firem.

Metodiku za tímto výzkumem, s cílem zajistit vhodný a *životoschopný* sběr dat, budeme hledat ve dvou českých společnostech, které využívají sociální média nepřetržitě.

Tato metoda má kvalitativní výzkumný přístup, který kombinuje různé případové studie o těchto společnostech. Poté bychom měli porovnávat mezi nimi. Celkový výsledek této práce bylo, že komunikace prostřednictvím sociálních médií je stále v raných stádiích jeho vývoje v České republice.

V podstatě České firmy schválí sociální média jako účinný nástroj k překročení a podporu marketingové komunikace. Kromě toho, sociální monitoring médií je důležitou složkou.



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## 1. Introduction

Social media is currently a medium of communication in the world today that is almost impossible to ignore. According to the statistics, which were taken from October 2012, it shows that the most used social media platform in the world is Facebook; more than a third of Czech citizens are using this social media platform. For companies, social media presents a new way to reach their customers and to promote their products. Some Czech companies do not take full advantage of social media because some of these companies often create a social media profile and after a while forget about it.

The purpose of this thesis is to analyse the impact of social media usage in Czech companies, particularly Facebook, because it is the most popular network in Czech Republic, therefore the study will be focused on the Facebook network and how the companies use Facebook as a tool for their advertisements.

This thesis has two parts; the first part is theoretical knowledge part that includes the influence of social media on marketing communication and particularly the most used social media in the Czech Republic and giving the advantages and disadvantages for marketing communications.

As it was already mentioned, the most used social media in the world is currently Facebook. For this reason, the work is mainly focused on marketing communication on this social media platform.

The second part is the practical part to evaluate the influence of social media in Czech companies and it had been selected three cases of Czech companies who use social media as a tool for marketing communication with their customers, and I would use Microsoft excel to compare them.

## **2. Objectives and Methodology**

### **2.1 Objective**

The main objective of the thesis is to examine advantages and disadvantages of social media used as a marketing communications tool, and the influence of social media usage in Czech companies. It is important to know the difference between social media and their features in order to be useful for Czech companies to advertise via their platforms.

This thesis will be focused on the Facebook network and how the companies using Facebook as a tool for their advertisements.

Second objective is to evaluate the effectiveness social media on Czech companies and how deeply involved are they with social media networks nowadays.

From the objectives, this thesis answers the following research questions (RQ):

**RQ1:** What are the advantages and the disadvantages companies face for using social media as a mechanism for marketing communication?

There is an important issue about the long- and short-term objectives of the companies. The strategic for companies is the most important to be successful, and for the time being it is important to know what long-term effects companies should expect when they add social media tool to the marketing communication. However how they transport their message to the target market respectively group is a crucial issue.

**RQ2:** What are the main goals of the companies who use social media as a marketing communication tool?

In order to reach and attract the right target group it is essential to find out about the target customers and their needs.

**RQ3:** What are the different types of social media platforms used by the Czech companies in order to reach the right target group?

## **2.2 Methods**

This thesis attempts to discover information on social media and its impact on marketing communication specifically the impact of social media usage in Czech companies, therefore there are two methods that will be used to achieve the objectives of this thesis and to have answers for research questions. The first method that will be used in this thesis is to study the select cases from the Czech companies, to collect the information and data on these companies, to show how active are they on social media and to compare between these companies using Microsoft excel and to see their different levels of social media activities.

The second method that will support the study to achieve the set objectives is to prepare the questionnaire on social media and its impact on marketing communication and to post it online with a social website which Czech customers almost visit it as Facebook and seznam.cz.

The respondents were given access to the questionnaire via a link that directs them to the questions. After the sample questionnaire was completed and submitted, the responses were collected and analysed with one of the statistical methods called (Quantitative analysis) to evaluate the influence of social media on Czech companies.

### **3. Literature review**

#### **3.1 Marketing Communication**

Marketing communications has mainly about how to get into contact with the target audience and build up a communication channel between the company and its customers.

Marketing communications is one of the most exciting and stimulating areas in modern marketing. (John, 2007)

##### **3.1.1 Marketing**

Marketing is a social relations process by which customers to get what they want or need via producing, offering, and exchanging products and services of value freely with others. As a managerial definition, marketing has often been described as “the art of selling products. But Peter Drucker, a leading management theorist, says that “the main aim of marketing is to make selling superfluous. The main aim of marketing is to know and to understand the customers what exactly they want and to offering it to them, however, the product or service fits them and sells itself, so ideally, marketing should result in a customer willing to buy it.” Marketing (management) is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, products and services to create exchanges that satisfy individual and organizational goals. Coping with exchange processes part of the definition calls for a considerable amount of works and skills. It can be seen marketing management as an art of applying basic marketing concepts to choose target markets and get, keep, and grow customers through creating, delivering, and communicating superior customer value. (Philip Kotler, Gary Armstrong, 2012)

### 3.1.2 Marketing Mix

Marketers use many tools to get the required positive feedback from their target market. These tools constitute a marketing mix. Marketing mix is the set of marketing tools that the company uses to achieve its marketing objectives in the target market.

These tools divided into four broad groups that called the four Ps of marketing: product, price, place, and promotion (see Figure 1).

Marketing-mix decisions have to be made to affect the trade channels as well as the final consumers. The company can change the sales volume, price for product, and cost of advertising in the short run. While, the company can develop new products and adjust its distribution channels, which will be only in the long run. (Kotler, Armstrong, 2008)

Figure 1: The Marketing Mix



Source: (Fracucci, 2012)



### **3.1.2.1 Product:**

The product is refers to anything that is capable of or can be offered to satisfy a need or want. The term product includes both tangible good and intangible services. The customer should be satisfied with the product; otherwise even the best work on the other elements of the marketing mix will not do any benefit in the long run. (Balram Dogra, Karminder Ghuman, 2010)

Marketer should have the product which customers demand it in the market. So through the product life phase, the marketer should do an extensive research on the life cycle of the product, which they created. A product has a life cycle that Consists of the growth phase, the maturity phase, and the sales decline phase. Marketers should have a new product from their companies to stimulate more demand once it reaches the sales decline phase. The product concept holds that costumers will like the products that offer the most in quality, performance, and innovative features. (Philip Kotler, Gary Armstrong, 2012)

### **3.1.2.2 Price:**

In common sense, the price is the amount of money charged for a product or a service. In general, the price can be defined as the sum of all the values that customers give up to get the benefits of having or using a product or service. Usually, price has been the important factor affecting the buyer choice in recent years, non-price factors have gained increasing importance. However, the price still very important element that determines' a firm's market share and profitability. In marketing mix the price is the exclusively element to earn the revenue; and the other elements are representing the costs. Also, the Price is one of the most flexible element in marketing mix. Simultaneously, pricing is the first and critical problem that facing many marketing executives, and many companies do not handle pricing well. Some managers, view pricing as a big headache, preferring instead to focus on other marketing mix elements. However, smart managers treat pricing as a key strategic tool for creating and capturing customer value. Prices have a direct impact on a firm's bottom line. A small percentage improvement in price can generate a large value percentage increase in profitability. More importantly, as part of a company's overall proposition, price plays a key role in creating customer value and building customer relationships. "Instead of running away from pricing," says an expert, "savvy marketers are embracing it. (Philip Kotler, Gary Armstrong, 2012)

### **3.1.2.3 Place:**

Place refers to the point of sale. It is a manifestation of the strategy of an organization about how and in what manner it wants its products and services to be made available to the customers so that a profitable exchange can be instituted with the customers. In every industry, catching the eye of the consumer and making it easy for her to buy a product or service is the main aim of a good distribution or 'place strategy. But with the increase of customer convenience there is usually an associated additional cost. Therefore, organizations have to strike an ideal balance between the cost to the organisation and the consequent convenience to the customer. Retailers also pay a premium for the right location. In fact. The mantra of a successful retail business is 'location, location and location'. Distribution means ensuring the spread of the product throughout the marketplace in a manner so that a large number of people can buy it.

The right product has to be at the right price, available in the right place to be bought by customers. Placement or distribution channels used to get our product to final customers. The product is will greatly influence how you distribute it. (Cole Ehmke, Joan Fulton, Jayson Lusk, 2006)

### **3.1.2.4 Promotion:**

Promotion is a one of important composition in marketing mix, it can improve the brand recognition and sales. The tools by which we communicate with customers are includes advertising, personal selling, sales promotion, and publicity. All this tools are to show people our product or service and to persuade the customers, whether consumers or organizational users to buy it. (Collins, 29 December 2012)

Personal selling and advertising often work closely with promotion tool, sales pro motion. Sales promotion contains of short-term incentives to enhance the purchase or sales of a product or service. While advertising provides the objectives for buying a product or service, sales promotion offers reasons to buy the product immediately.

The objectives of promotion are based on the goals and strategies of the company. The main objectives of promotion are to increase the demand, present information about the product. Many sellers are using consumer promotions to motive them to buy the products or services like reduced price, free sample. (Philip Kotler, Gary Armstrong, 2012)

### 3.1.3 Marketing Communication Mix

That actions reveal the properties of the product or service and to describe its Advantages to customer and to make them see the value of the product and to buy it. The advertising, personal selling, public relations, direct marketing and sales promotion are the main parts of marketing communication mix (see figure 2). (Philip Kotler, Gary Armstrong, 2012)

Figure 2: The marketing communication mix



Source: (Kotler, Armstrong, 2008)

#### 3.1.3.1 Advertising on the Internet

The definition of Internet advertising as "any paid advertising space that appear on the Websites or social networks or e-mail." Advertising is part of the marketing communications mix with the largest reach. It may include all types of social media, television, radio and online advertising such as Google ads advantages of advertising on the Internet is basically agree with the advantages of marketing communication on the Internet.

The main disadvantages are its impersonal nature that the inability to directly see and try the product. But it is not just in the advertising on the Internet, these disadvantage advertisements presented in the media in general. (Chromý; Ryashko; Dvorak, 2013)

Advertising on the Internet can take many forms. Among the most frequent forms of online advertising are:

- Advertising on social networks
- Online video advertising
- E-mail advertising
- Advertising served in search engine results
- Branded websites.

### **3.1.3.2 Personal Selling:**

Personal selling is one of the oldest professions in the world. The people who are selling products or services may go by many names, including salespeople, agents, sales representatives, district managers, account executives, sales consultants, and sales engineers. (Philip Kotler, Gary Armstrong, 2012)

### **3.1.3.3 Public Relations on the Internet:**

Public Relations is a strategic communication process to building good relations with the existing customers and potential customers through earning favourable publicity, and building up a good company's image, and handling or unfavourable rumours, stories, and events. Public relations department may perform all the functions. (Philip Kotler, Gary Armstrong, 2012)

Among the most frequently used tools in Public Relations on the Internet

- Corporate Web site
- Press releases on Web servers - participation in discussions
- Electronic newspapers and magazines
- Reviews and articles
- Blogs.

The main aim of public relations on the internet is to create a positive image of the company to the public.

### **3.1.3.4 Direct Marketing:**

Direct marketing is a form of advertising that company provide and it is one of the most effective marketing communication tools, because the company creates in the long run valuable relationships with its customers.

Direct marketing can be as connecting directly with carefully potential consumers that Direct marketing is often on a one-to-one influence basis by using databases, companies offers their products and start to communicate with individual buyers.

The major forms of direct marketing include personal selling, direct-mail marketing, telephone marketing, direct-response television (DRTV) marketing, kiosk marketing, new digital direct marketing technologies, and online marketing. (Philip Kotler, Gary Armstrong, 2012)

The main objective of direct marketing is to support the customer in making decision with aware of new products or just to remind them about a demand, which is not yet distinct.

On the other hand, there is also a negative feedback from some customers that is an unsolicited advertisement. The same holds for telemarketing and direct marketing through e-mail, which is seen as spam or an invasion of privacy and often has the contrary effect for the company. Therefore, the companies should handle the direct marketing tools with caution in order not to upset their customers and weaken the relationship between the companies and their customers.

### **3.1.3.5 Sales Promotion on the Internet:**

Sales promotion is one of the simplest tools within the marketing communication mix and is a primary part of the marketing communication for all types of companies.

According to Philip, Gary “short-term incentives to encourage the purchase or sale of a product or service”. (Philip Kotler, Gary Armstrong, 2012)

There are several types of sales promotion, depending on whom it is directed. These types include:

- Consumer Support
- Support trader (retail)
- Support for organizations
- Support for dealers.

The objective of sales promotion on the Internet is to increase customers and deliver an incentive for the customer to buy the product. For the sales force, objectives include getting

more sales force support for current or new products or getting salespeople sign up new accounts.

Sales could be encouraged and promoted via providing free goods, gifts, discounts, coupons or samples. (Philip Kotler, Gary Armstrong, 2012)

### **3.1.4 Marketing Communication Strategies**

Marketing communication strategies currently differ broadly from the ones in former times. It is important to know the difference between digital communication and traditional communication, so in the old media like; TV, radio, newspapers, magazines and billboard advertisement, the communication model was and like one-to-many compared to the one-to-one or many-to-many communication model in digital media, like blogs, social media, and every form of vital marketing operation and its many-to-many that there are chance for customers to ask and to get answer for their Inquiries and this make the advertisements more effect on customers. (Anon., 2010)

Company-to-customer communication is the one-to-one or the one-to-many model. This model is in the old media but nowadays is not enough just the old media to increase the customers and the new media is more useful for companies because of the interactivity of social network and forum users.

So resulting from this, the goal in traditional media was branding by convincing the customer of a strong brand. In contrast, the digital media is about communication with the potential customer or user in a dialog to create interest by using a pull strategy.

In addition, in the old media is supply-side thinking communication compared with new media is a demand-side thinking where customer pull becomes more important. (Ali, 2010)

### **3.2 Social Media**

*“Business in today’s day and age is dominated by customers and their demands. People prefer to see referrals, reviews over Google search results, or a website before purchasing a product. To stand by the flow, we need to learn what people say about us. You need to actively participate in relevant communities to interact and influence masses.*

*You need to engage with social media to manage your online reputation. Social media marketing is a must to target a wider customer base and expand your business”.* (Point, 2015)

Social media is not just used for connecting with existing customers, it's also a great beneficial tool for acquisition. According to Schaefer that with 54% of marketers getting a new customer via Facebook just in this year, the companies should be looking to join this channel. The opportunities and the support presented through social media to marketing communication represent the most exciting revolution in communication and business in over a century. (Schaefer, 2016)

*“The social media issue has become a significant research system in the market. Social media enable to listen to the market and find out what the target audience thinks and feels. This knowledge can be used for example in the marketing mix, it can become a fundamental part of the services and customer support and can be directly incorporated into the planning”.* (Libuše Svobodová, Miloslava Černá, February,2014)

### **3.2.1 Definitions:**

There are many definitions for social media, however. Social media can be defined as "a form of media that allows people to communicate and share information using the Internet or mobile phones. (Anon., 2011-11-01)

Social media focuses on building online communication with each other of people who share interests and activities, or who are interested in exploring the interests and activities of others through two-way communication. Popular methods include Facebook and Twitter. (Anon., 2010)

Social media can be defined as tools, services, and communication to make an easier connection between individuals with common interests. (Garrett, 2012 )

*“There are three hallmarks of social media: Evolution, Revolution and Contribution. Firstly, it is an evolution of how to communicate, replacing email in many cases.*

*It's a revolution: For the first time in history we have access to free, instantaneous, global communication. We're living in an exciting time! Third, social media is distinguished by the ability of everybody to share and contribute as a publisher”.* (Schaefer, 2016)

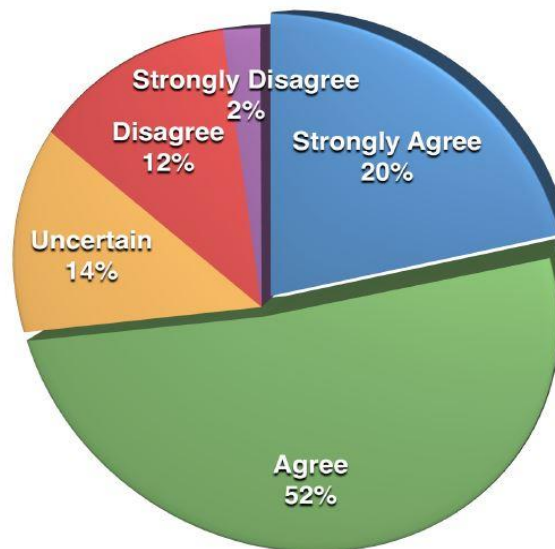
Marketing communications via social media, the social media are mainly used for advertising. (Janouch, 2013)

### 3.2.2 Analysing social media

According to the mister, Michael A. Stelzner in his Report said that. We wanted to understand marketers' ability to analyse their social media activities, so we asked them to rate their agreement with the following statement: "I regularly analyse my social activities".

A significant 72% of marketers surveyed analyse their social media activities (see figure 3). (Stelzner, May 2016)

Figure 3: Analyse social media activities



Source: (Stelzner, May 2016)

### 3.2.3 Social Analytics Tools

Social media analytics tools help users easily to explain a wide range of metrics, primarily based on our content and audience.

Social media analytics tools will put a range of key metrics as an audience growth, engagement rates, response rates, reach and more, such as:

- Fans/Followers/Subscribers
- Fans/Followers/Subscribers Growth



- Interactions
- Interaction Types
- Engagement Rates
- The most engaging type of content
- Response rates and times
- Volume of user posts/questions
- Top performing posts
- Share ability
- Views and view time
- Like/dislike ratio
- Post sources.

This list of points helps to optimizing social media strategies and ultimately in improving results. By understanding present performance, a number of actions can be taken from optimizing content strategy, to changing focus completely, all of which would be done blind without the help of effective social analytics tools. (Socialbakers, 2016)

### **3.2.4 Brief overview of social media**

There are quite a lot various social networks around the world. Therefore, there will be described only social media that are currently important for marketing communications like Facebook, Twitter, and YouTube, as well as network Google+.

#### **3.2.4.1 Facebook**

Facebook, which was established in February 2004, the network was immediately extended to other Boston universities, the Ivy League and ultimately all US universities. In August 2005 the Facebook.com became the address after purchased for \$200,000. United States high schools could sign up from September 2005, then it began to expand to the worldwide, reaching UK universities the following month, and is currently the most widely used social network in the world. (Phillips, 2007)

Marketing on social networks recorded recently a huge boom, the largest social network Facebook, for this reason also prepared a special website designed for experts in social marketing.

Website Facebook Studio is primarily devoted to creating campaigns in Facebook environment; the directory contains hundreds of active agencies, dozens of the best campaigns. (Anon., 2011)

Companies are using Facebook for marketing communication, entire range from the pages and groups to various applications. Given that the social network Facebook is currently the most widely used, both in the Czech Republic and in the world.

#### **3.2.4.2 Twitter**

In March 2006, a little communications service called Twitter debuted. It began as a side project at a San Francisco podcasting company, but it wasn't long before the side project had become the main event Today, over five years later, Twitter is booming In September 2011, the service announced that it had 100 million active monthly users, 400 million monthly visits to its website (up from 250 million in January 2011), and served billions of messages a week around the globe. In addition, the site is now available in 17 languages (and people tweet in more languages than that) twitter has become a key communications channel during major political events and natural disasters. And businesses now rely on it for marketing, PR and customer service. (Tim O'Reilly, Sarah Milstein, 2011)

As it managed to Twitter. Compared Facebook is the possibility of marketing communication in the network is limited, however, it can be used to share information about certain products or services and to be in touch with customers in the form of a rapid response to their queries or problems. (Nitins, Tanya & Burgess, Jean, 2014)

#### **3.2.4.3 Google+**

Google's latest foray into the social networking world. Since its invitation-only launch on June 28, 2011 and public launch on September 20, 2011, it has taken off at a fast pace. According to Kristi Hines that now with more than 62 million users around the world, and growing at an average rate of 625,000 new users per day. (How to Use Google+ for Business and Professional Branding, 2011)

One of the causes a lot of people are afraid of jumping on board with Google+ is because of Google's tracking the history with social networks. Some examples of Google's attempts at social networking are Google Wave and Google Buzz that never fully panned out. It may not clearly sure for users whether they are ready to jump into Google. (SEO, 2013)

Google+ allows companies to create corporate site or Pages, like one of the biggest competitors for Facebook. Social media network Google finally welcomed various brands, products, companies, institutions or organizations. (BVo, 2011)

Network Google+ said the company page of some brands. Among the harbingers include Fox News, Pepsi, Android, Burberry, Toyota or even Angry Birds. This option is also open for Czech companies. Business pages are similar in nature and classical user profiles and usage is very similar. (BVo, 2011)

#### **3.2.4.4 YouTube**

On February 2005 YouTube has been registered and named YouTube.com and then started developing the technology for the site-in Hurley's garage. Chen, the programmer of the bunch, worked with Adobe's Flash development language to stream video clips inside a web browser. Hurley, a user interface expert, adopted the concept of tags to let users identify and share the videos they liked Together they came up with a way to let users paste videos clips onto their own web pages, which expanded the reach of the site.

The development work was done; the site went live in May 2005 as a beta test version and in December 2005 after a few months of working the kinks out of the site, the three men officially launched YouTube.com. (Miller, 2011)

YouTube is the best one in online video, and it is the purpose to watch, share, and promote original videos online. YouTube is completely merged with Google AdWords for video, levelling the playing field for businesses that want to reach new customers with online video.

With the emotional power of video, YouTube's massive audience, and AdWords' unbelievable targeting tools, it has the ability to find out new customers in the same hometown with companies around the world. (Youtube, 2012, A Step-by-Step Guide,)

### **3.2.5 Current statistics regarding the use of social media**

#### **3.2.5.1 World**

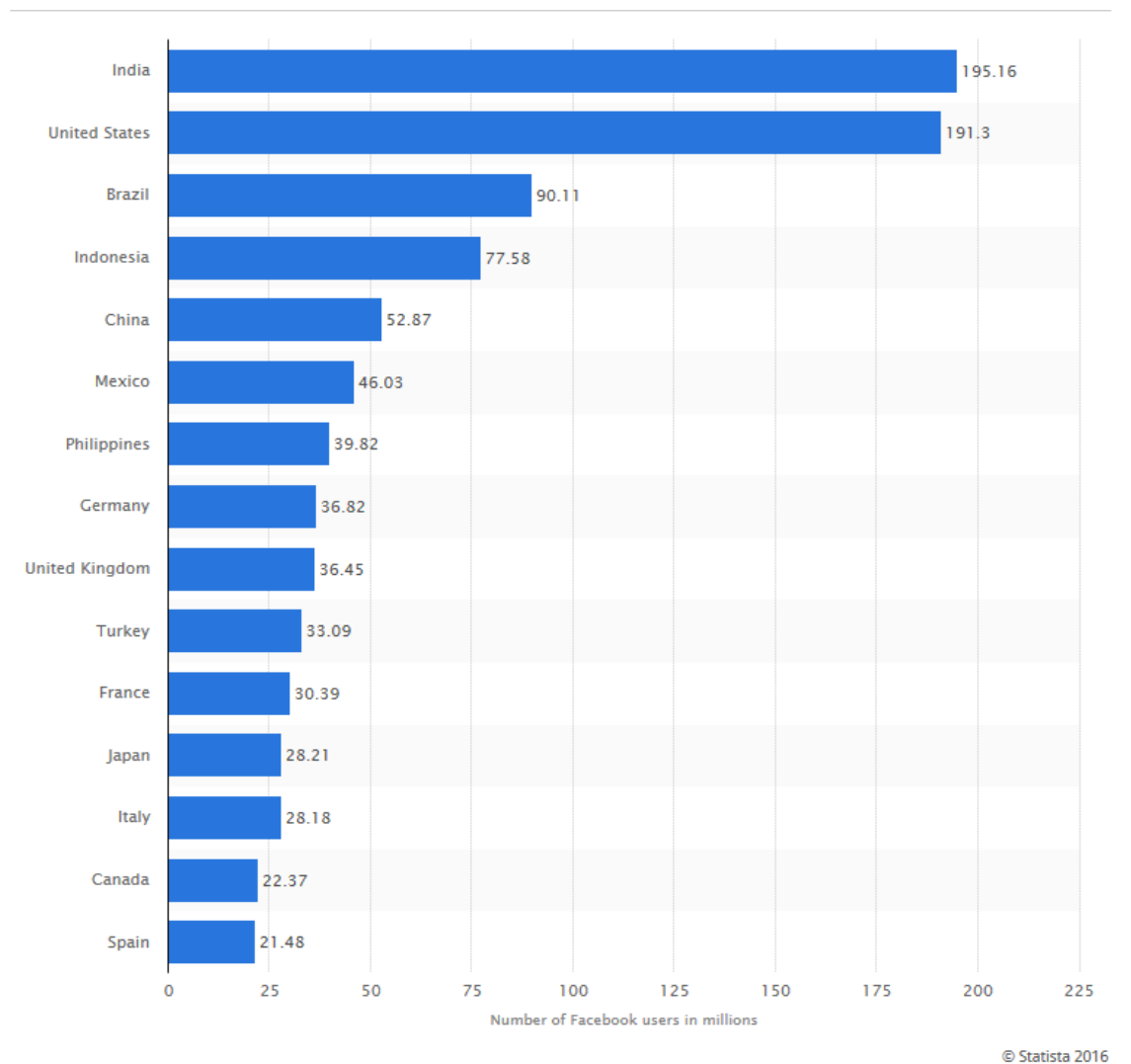
Social media penetration worldwide is rising. In the year 2016, 68.3 percent of Internet users were social media users and these figures are expected to grow. The Social media network is one of the greatest popular online activities with high user engagement rates and expanding mobile possibilities. North America ranks first among regions where social media is highly

popular, with a social media penetration rate of 59 percent. In 2016, there are more than three quarters of the United States population had a social media profile. Overall, U.S. users spend more than 216 weeks minutes on social media via smartphone, 53 weekly minutes through PC, and 50 minutes per week on social networks through tablet devices.

The users of the smartphones and mobile in the worldwide are increasing after opened up the possibilities of mobile social media with increased features such as location-based services like Foursquare or Google Now.

The most of social media networks are available as mobile apps, while some networks have been optimized for mobile Internet browsing, enabling users to comfortably access visual blogging sites such as Instagram or Facebook via mobile or tablet. (statista, 2016)

Figure 4: Leading countries based on number of Facebook users



Source: (statista, 2016)

As can be seen in figure 4 that with over 1.71 billion monthly active users, social network Facebook is currently the market leader in the area.

Social media is not just communicating users with each other, but it also allows the user to share user-generated content like photos and videos and features such as social games. The advertisements through social media networks and social gaming are two main points of revenues for social networks.

As can be shown in the chart that the most widely used social networking site Facebook by various countries and it show the only first 20 countries. The statistic shows the most commonly used countries ranked according to their number of Facebook users as of May 2016. Throughout the measured time, Brazil has 90.11 million users were registered on the social networking site. India overtook the United States with over 195 million users to the United States' 191.3 million, only the first 15 countries. (statista, 2016)

### **3.2.5.2 Czech Republic**

There are many of the local social media networks in the Czech Republic and the leader of them is called Seznam.cz. When seznam started as a search engine, is became the most important local networks in Czech Republic and now offers everything from a business directory service to a dating site to chat room and e-commerce After working a separate case study on the competition between Kofola and Coca-Cola, it was found that nationalism is very important for the citizens of Czech Republic, they prefer to use seznam then google. Even their history with communism has influenced the country's citizens to be loyal to their patriotic and in turn, to national brands and companies. (amylunyu, October 19, 2014)

LinkedIn is the dominant social media networks in Czech Republic because LinkedIn is currently available in four East European languages” and Czech is one of them, the medium has a strong presence in the Czech Republic.

According to Erik Heidefors said that even via LinkedIn has just a few local competitors, but it is by far the most popular than others that have straightforward connection to businesses and its “head start” in the career market. Heidefors also believes that social networks are important for success in recruitment and that social media networks usage will continue to increase throughout the years. (amylunyu, October 19, 2014)

On the year 2012, the total number of internet users in the Czech Republic was 7,426,376 which is about 73.0 percent of the citizens. (Stats., Oct. 2012)

The social media networks market has been increasing in Central/Eastern Europe during the years and is expected to grow by 7 percent between 2014 and 2017 with millions of active user online consumers in the Czech Republic. (amylunyu, October 19, 2014)

It still looks in Czech Republic the social network as follows:

- Facebook (4 to 4.5 million active users)
- LinkedIn (650,000 users)
- Google + (an estimated 400 000 users)
- Twitter (300,000 users)
- Other social networks like Instagram (an estimated 100,000 users).

### **3.3 Marketing Communications on Social Media**

For marketing communication on the Internet is the use of a number of Channels, which the most important are the social media marketing.

Social media is best for marketing communication because it is a two-way Form that the customers can shows their opinion to the companies. But traditional media, such as television, newspapers, radio, and magazine are one-way static broadcast technologies. For example, the magazine publisher is a large organization that distributes expensive content to consumers advertisers pay for the privilege of inserting their ads into that content, or you're sitting down, watching your favourite sitcom and new web technologies have made it easy for anyone to create and most importantly distribute their own content. A blog post, tweet, or YouTube video can be produced and viewed by millions virtually for free. Advertisers don't have to pay publishers or distributors huge sums of money to embed their messages: now they can make their own interesting content that viewers will flock to. Social media comes in many forms. (Zarrella, 2009)

Social media has a big role for company's communication through employing the services of marketing communication for reaching potential and existing customers benefit and to bringing added value to the product or service or even the image of the company itself. (Bednář, Vojtěch, 2011). Communication marketing and social media make a great team.

### **3.3.1 Using Social Media to Achieve Larger Marketing Goals**

The great value of the social media is to allow marketers to reach to their customers and build up a large audience and create relationship with potential customers and maintain relationships with existing customers.

Social media has become mission critical for all major marketing goals: customer acquisition, customer retention, post-purchase behaviour. It feeds into:

- Expanding customer's company base
- Creating more revenue
- Improving company brand image
- Insights into consumer behaviour and competition analyses.

To achieve the marketing goals, it should have a truly integrated marketing communications plan means knowing how social media feeds into all of that, tracking the metrics that have a direct influence on those goals and researching tactics that will make the company perform better on those metrics. (Socialbakers, 2016)

### **3.3.2 Marketing communications tools on the social network Facebook**

As it was mentioned before that Facebook is popular and most used social network in the world. This thesis has been named social media and its impact on marketing communication, it has also been mentioned that this work will focus on Facebook network. Social media can be described as channels, and the Facebook is one of this channels, in this work will be explained more specific tools that can be used by marketers for marketing communications on Facebook. (Radim, BAČUVČÍK, 2011)

Among the basic tools in Facebook that can be used in marketing communication, these tools include:

- Groups
- Pages
- Application.

The first of these tools are groups, Facebook groups are a tool that is often different types. There are presently three types of groups:

- Secret group
- Closed group
- Open (public) group.

These types of groups differ in that group who can see the posts and who are able to write posts there. The first type is the secret group that is characterized by just the member's group contributions only members can see the posts, and who see the group's name should be current or former members. (Ashworth, 2011 )

Second type is the closed group that anyone can ask to join or be added or invited by a member and its members may be seen by anyone.

In the last type of groups is the open group that anyone can directly join or be added or invited by a member and it can view both the group and its members and posts regardless of membership. (Facebook, 2016)

Another tool that can be used are the pages. May serve to offer products to communicate with current and potential customers, with the target. (BEDNÁŘ, Vojtěch., 2012)

The first step in creating a website is the choice of subject pages, whether it will be the site:

- Local business or place
- Companies, organizations or institutions
- Brand or product
- Artists, groups or publicly known person
- Entertainment
- Purpose or community.

Pages can be created only official representative of the company. Whoever site constitutes do so through profile. In the event that this does not appoint a person to manage the site and another person retires from the company, the company may lose access to the page. The alternative of linking personal profile pages and in the case of stewardship is to create a corporate profile. However, according to Smith Treadaway and allows only a limited number



of functions, and so he mentioned authors recommended. Some differences between pages and groups are clearly shown in the following table. (Smith, Mari, 2011 )

Table 1 – The difference between pages and groups

<b>Groups</b>	<b>Pages</b>
<ul style="list-style-type: none"> <li>• The possibility of sharing documents within the group</li> </ul>	<ul style="list-style-type: none"> <li>• Produces is directly given company (higher reliability)</li> </ul>
<ul style="list-style-type: none"> <li>• The ability to send mass messages to members</li> </ul>	<ul style="list-style-type: none"> <li>• May seem like the Web</li> </ul>
<ul style="list-style-type: none"> <li>• The risk of misuse of bulk messages to send spam</li> </ul>	<ul style="list-style-type: none"> <li>• Limited ability to change the page name</li> </ul>
<ul style="list-style-type: none"> <li>• Members can invite friends</li> </ul>	<ul style="list-style-type: none"> <li>• More customization options (opening photographs, timeline, etc.</li> </ul>

Source: (Smith, Mari, 2011)

### 3.3.3 Internal and Online Marketing Communication of Czech Companies

Social media used by Czech companies for their internal and marketing communication. The collected data shows that in the Czech Republic there is a little competition at the level of use of online tools for marketing communication and the appropriate interconnection of these tools still leads to a competitive advantage. In the area of internal communication the Czech companies still highly prefer the e-mail and telephone communication compared to the Western Europe countries. The main trends in the year 2017 in the field of internal communication are predicted as social media and various elements of mobile communication.

This deals with the internal corporate communication and also deals with external marketing communication of Czech companies with an emphasis on the online environment. View on the current state of use of social media primarily as a tool for internal and marketing communication of companies. For this purpose, we used publicly available data from current

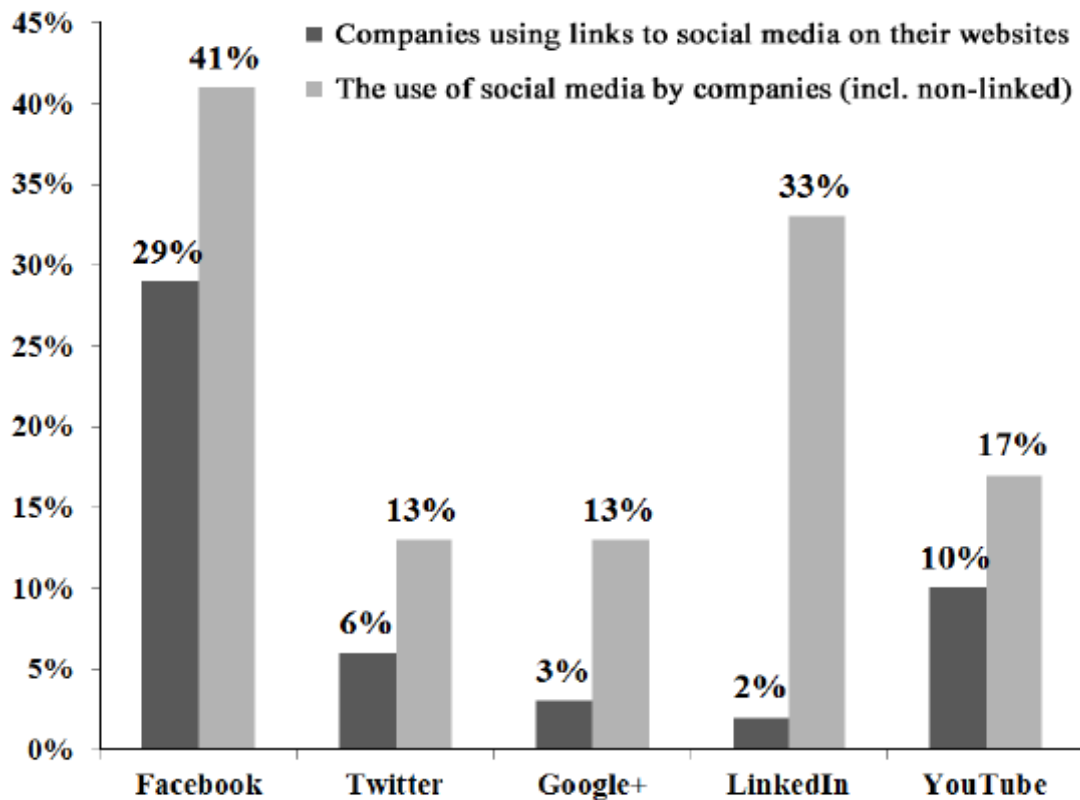
surveys, including previously unpublished data. Any similar large-scale comparison with focus on the Czech Republic is not currently available. (Zdeněk Smutný, February. 2015)

### **3.3.3.1 Marketing communication of Czech Companies**

The represents the current state of the use of social media for marketing communication by companies that do their business in the service environment on the Internet. The view is not strictly instrumental but it examines the ability to connect different types of media with the parent Web site toward the integrated marketing communication. Only in this way they can achieve synergistic effects (for discussion, sharing across services, etc.). In this context, there is large gaps are seen between the use of social media and its active connection within the integrated marketing communication towards creating synergy effects at the level of interaction entities environment. If this data is compared with the situation in the USA where there are businesses in this area very innovative, then it can be said that the level of competition on the use of social media in the Czech Republic is still small.

According to Zdeněk Smutný, this survey of a sample of 4584 companies reflects the low level of competition in the context of effective integrated marketing communication in this area. Details of the use of various social media are shown in figure 5. In addition, in the survey, 62% of companies in the Czech Republic do not link when communicating over the Internet with no social media websites. (Zdeněk Smutný, February. 2015)

Figure 5: Percentage distribution of each social media and other communication



Source: (Zdeněk Smutný, February, 2015)

### 3.3.3.2 Internal communication of Czech Companies

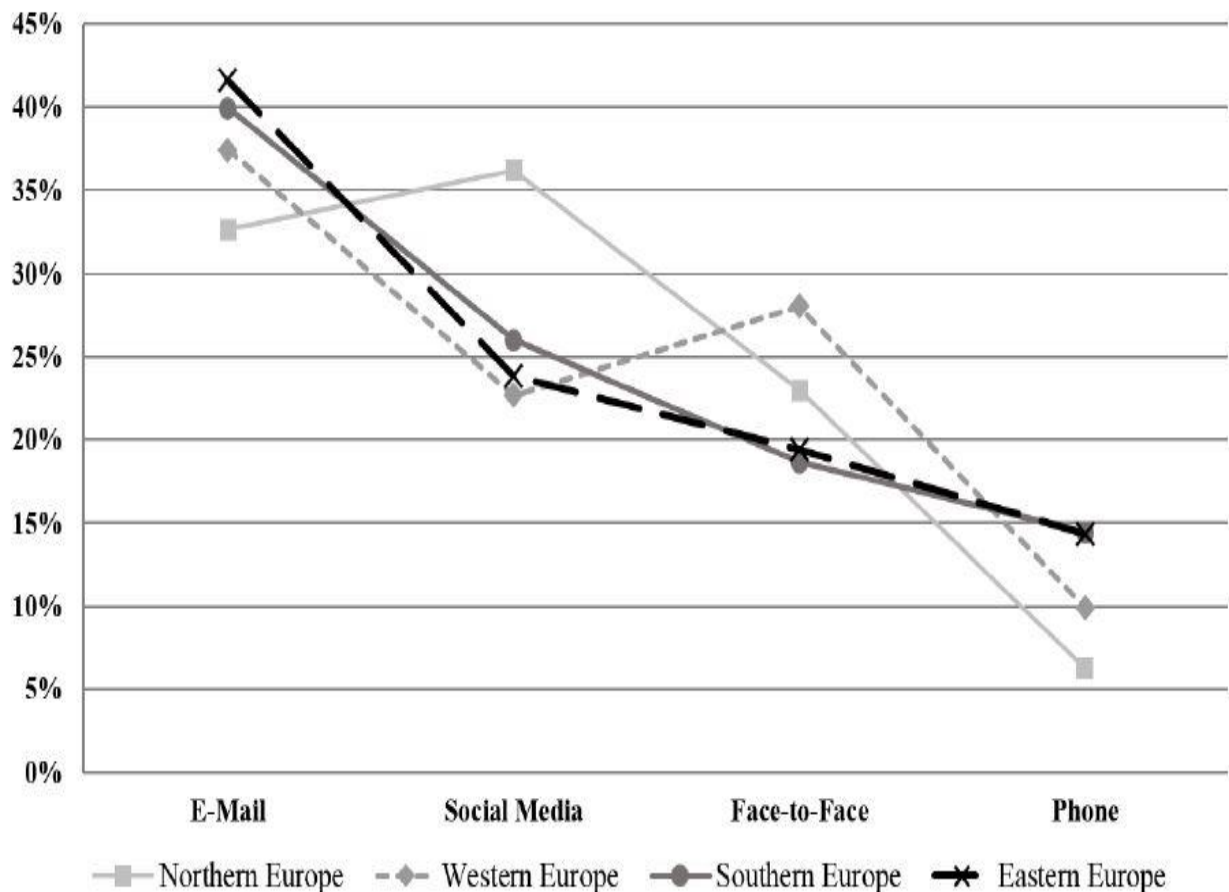
According to Zdeněk Smutný said that the information about the development of the use of various tools for internal communication offers annually freely available report European communication monitor supported by European organizations European Association of Communication Directors (Brussels) and European Public Relations Education and Research Association (Brussels). Evaluates questionnaires from 2777 communication professionals from 42 countries. Czech Republic is incorporated in this survey in Eastern Europe. The comparison is thus indirect by the regions, and therefore we focus only on the fundamental differences between the approach to internal communications in Northern, Western, And Southern and Eastern Europe.

In the context of internal communication of workers leads still e-mail communication with the only difference, where in Northern Europe are preferred social media. If at long-term trends, exactly social media are in a last few years on the rise. Communication experts expect that this trend will continue along with the use of mobile technologies over the next three years. Permanently massive use of e-mail is, according to the survey, which Zdeněk Smutný did,

caused by its preference by older senior managers (mainly group 60+ years). In terms of time efficiency is especially preferred communication via phone and social media.

Countries of Eastern Europe, where it is also included Czech Republic, almost duplicate the approach to internal communications in Southern Europe. Eastern and Southern Europe uses more communication via phone, compared to other regions, where it is used more communication face-to-face. In Eastern Europe, compared to the remaining regions, in the field of social media dominates Facebook, while in other regions is preferred Twitter (see Figure 6). (Zdeněk Smutný, February. 2015)

Figure 6: Most often used forms of networking across Europe



Source: (Zdeněk Smutný, February. 2015)

## **4. Research Methodology**

A research methodology is designed to determine Czech companies towards use social media. The research methodology presents the method that was used in this thesis to provide a solution for the research questions.

The first method that has been used in this study is to study the selected cases from the Czech companies and to compare between them, how they are active on social media networks. The second method is to prepare the questionnaire on social media and its impact on marketing communication and to post it online with a social website which Czech customers almost visit it as Facebook and seznam.cz. The responses to the questionnaire will be analysed with statistical methods (Quantitative analysis) to evaluate the influence of social media with Czech customers with through Microsoft excel.

### **4.1 Comparison between companies**

#### **4.1.1 Vodafone.cz**

“In 2005 Vodafone became one of the largest telecommunication corporations, the Vodafone Group and it now provides products and services to over three million customers.”

They are a long term leader in responsible behaviour at the community environment, and their customers.

The Vodafone company in Czech Republic has distributed over CZK 160 million 6 to non-governmental organizations. It is one of the most generous corporate company in the Czech Republic. (Vodafone Czech Republic, March 2015.)

#### **Vodafone on Facebook**

Vodafone unifies all online activities to their own page on the popular networking site Facebook. Its aim is to connect their existing communications channels such as YouTube, Twitter, Vodafone blog or an existing page on Facebook to inform about events in Vodafone and allow customers to provide feedback.

Page interested will find under the name Vodafone CZ. At Vodafone Facebook page interested will find news about Vodafone products and services, but also information about the backstage happenings, Interactive Marketing Manager at Vodafone and adds: the greatest advantage, however, is that we are through it, customers will be able to tell what about these offers and

services thinking. “Vodafone CZ Facebook page will become a major online signpost, pointing to the Social Vodafone network (Twitter, YouTube, blogs) online customer care Centre feeds Vodafone.” (Vodafone, 2009)

Vodafone CZ Facebook page will become a major online signpost, which will refer to:

- Vodafone Social Networks (Twitter, YouTube, blog)
- Online Customer Care Centre
- Feeds Vodafone (Vodafone.cz, vodafonepark.cz etc.).

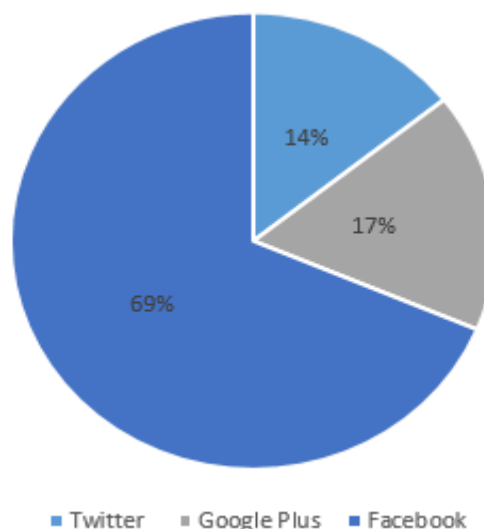
### **Mission and Vision**

*“In the centre of what we do, is you. That is why we are here on Facebook, where you advance we give our new advertisements, offers and services. Anyway, you all had a nice first hand. And this competition, prima applications, but what we write here, straight, become our fan and follow us”.* (Facebook Vodafone page)

### **Social Media Impact for vodafone.cz**

Vodafone.cz is very popular on social media websites such as Twitter, Facebook page and Google Plus. It has 194,724 number of fans on their Facebook page and it has 40, 794 Followers on Twitter account and it also has 48 065 on Google Plus.

Figure 7: Social media distribution on Vodafone



Sources: author, (Social, 18 Jun 2016)

From the figure 7, it is shown the total page likes by the customers, the major Facebook is 69 percent, the second highest one is 17 percent in Google Plus and the third highest is 14 percent in the Twitter.

#### 4.1.2 T-Mobile.cz

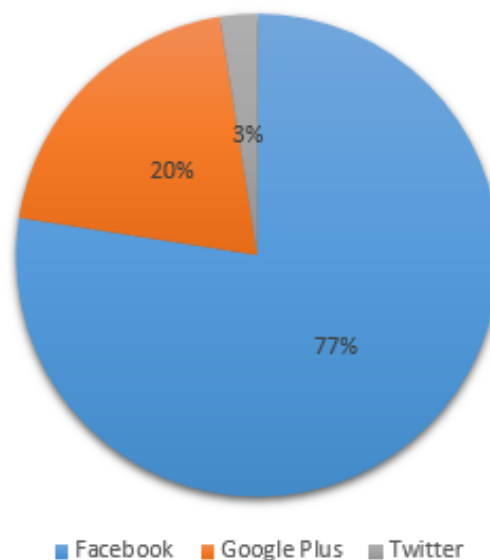
T-Mobile Czech Republic a.s. It is one of three mobile operators in the Czech Republic, which operates on the market since 1996 and was formerly known as Peagas. T-Mobile is part of an international group Deutsche Telekom AG.

The company operates a public mobile communications network and provides mobile communications services, respectively. To carry out communication activities consisting in the provision of public mobile networks and the provision of electronic communications services. (T-Mobile, 31. December 2006)

#### Social Media Impact for t-mobile.cz

T-Mobile.cz is very popular in Facebook, Google Plus and Twitter. It has 6 493 twitter followers and it has 52 214 google Plus followers. Furthermore, its Facebook page has 202023 likes (see figure 8). (Social, 18 Jun 2016)

Figure 8: Social media distribution on T-Mobile



Sources: author, (Social, 18 Jun 2016)

As can be seen from the pie chart that how many followers T-Mobile has in the social networks from their customers that the major Facebook is 77 percent, the second highest is 20 percent in Google Plus and the third highest is 3 percent in the Twitter.

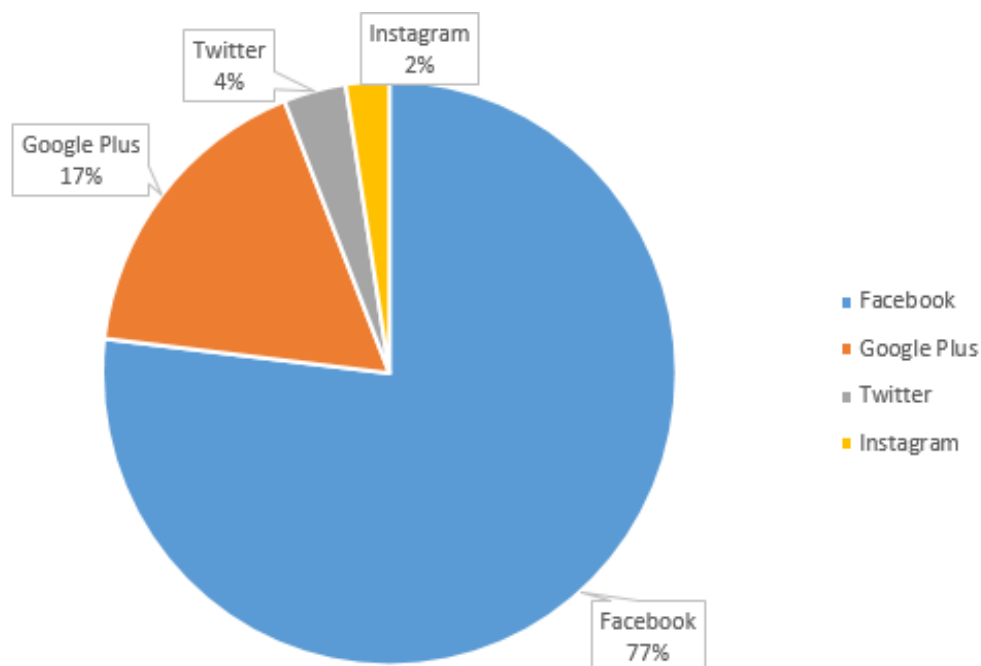
#### 4.1.3 O2.cz

Telefónica O2 Czech Republic a.s. provides a comprehensive offer of voice and data services through fixed and mobile technologies, including offers to use the network infrastructure for operators and providers of public and private networks and services. The sale of services is oriented towards two basic customer segments: the consumer segment and the business segment. The Company also provides wholesale services to other public telecommunications network operators and public telecommunications service. (EMIS, 2016)

#### Social Media Impact for O2.cz

O2.cz is very popular in Facebook, Google Plus, Twitter and Instagram. It has 9732 twitter followers, it has 47466 google Plus followers, it has 6762 Instagram followers and it is the most popular Czech telecom company, it has 212772 followers in Facebook.

Figure 9: Social media distribution on O2



Sources: author, (Social, 18 Jun 2016)



## 4.2 Analysis of Results:

After preparing the questionnaire on social media and its impact on marketing communication. The questionnaire was posted online on a social website, which almost Czech people visit as Facebook, seznam.cz, and email. The questionnaire was found online in Arabic language and it's was translated to the English version and it is available online.<sup>1,2</sup>

The collected results were listed in a table (see Table, Appendix B), the columns of this table shows a number of questionnaires from 1 to 100 and the rows presenting the answer of questions from 1 – 13 of each individual questionnaire.

From the questionnaire, in the first question was classified the gender and showed that the gender from 100 was 56 males and 44 females.

The second question about their ages and which category was divided between aged first choice was below 18 and the result was 2 percent, and the second age group 18 -20, the result was 28 percent, the highest result was 64 percent from the age group 21 -23, and the last result 6 percent people from above 31.

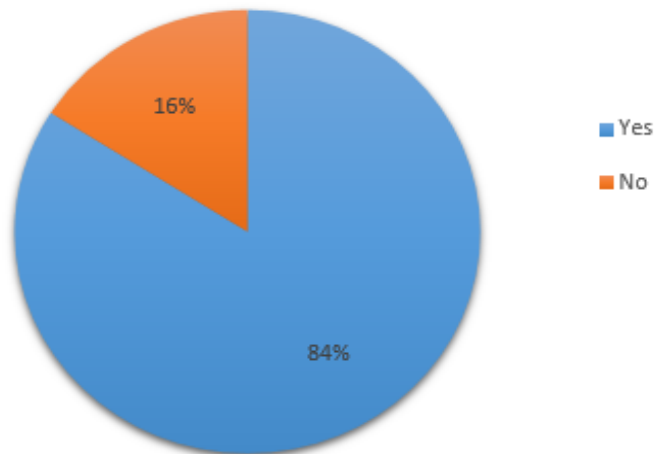
The third question was about their marital status which was the first result is the highest that was 60 percent single people, 6 percent have been married, and the divorcees were 1 percent, and the last result was the people who in relationships that were 33 percent of the total. The fourth question asking the orients if they use social networks such as Facebook, Twitter and others and their responses that all of them said Yes that they are using the social network.

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<sup>1</sup> <https://docs.google.com/forms/d/1A1IrhFU45y74eK1KWOE3naLECLJ1KuEwBqJgK-bGgpg/edit#responses>

<sup>2</sup> <http://www.estebians.com/estebian.php?estnumber=KdpaMW66U1cfo7YnDcNL>

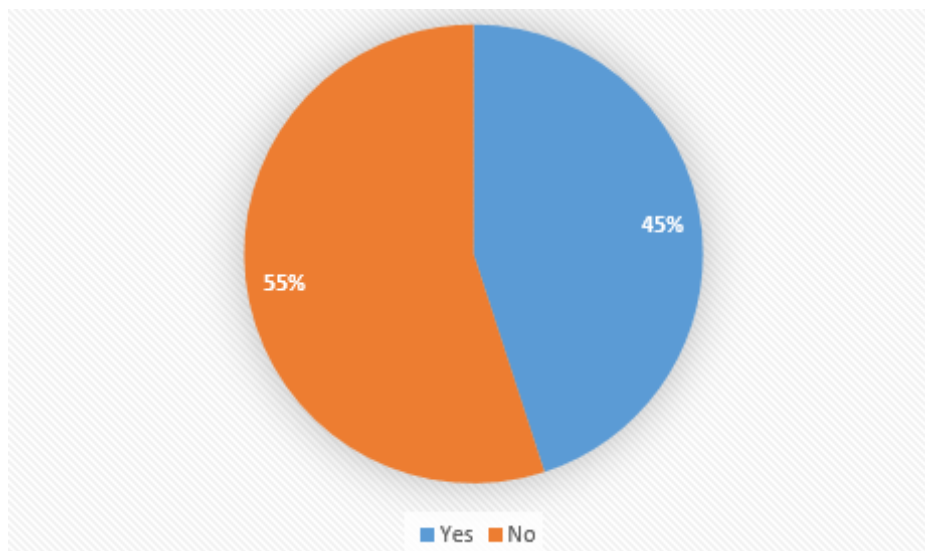
Figure 10: Participation of the member of a brand or product on Facebook



Source: author

The results of the fifth question in the questionnaire and its express how many customers are following of a page for a brand or products on Facebook, and the feedback was positive that show 84 percent they are members of a fan page and 16 percent said that they are not interesting to follow up the companies on Facebook (see Figure 10).

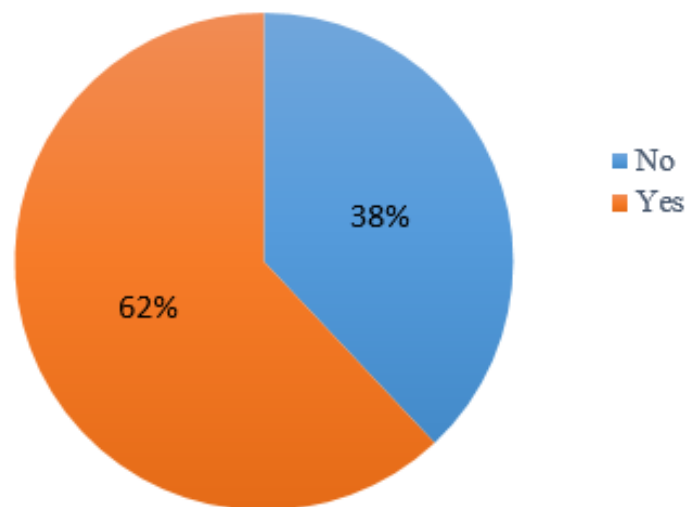
Figure 11: The Communication with the companies through social media



Source: author

The question 6 shows that majorities in the questionnaire selected to the second choice with (No), from the 100 people answered were 55 percent they don't prefer to communicate with companies through social media and 45 percent selected (Yes) that they are communicating companies through social media (see Figure 11).

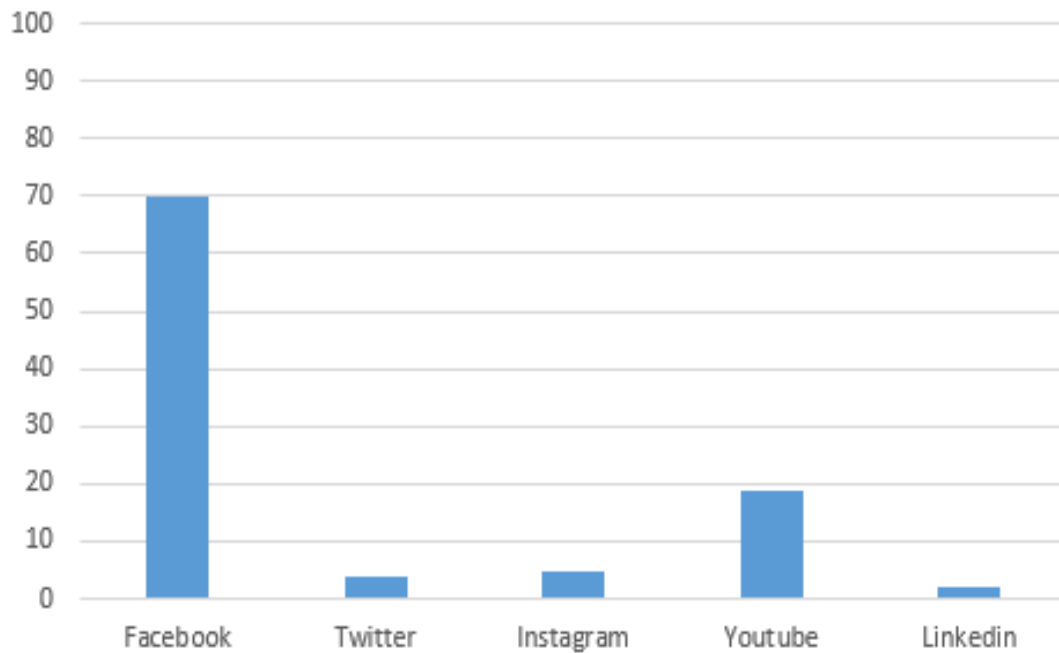
Figure 12: Advertisement attraction in social media



Source: author

As can be seen from Figure 12, how many customers their attention was attracted by advertisements in social media. Interestingly, the majority 62 percent from the customers get their attention through advertisements in social media, and only 38 percent is not getting their attention by advertisements in social media.

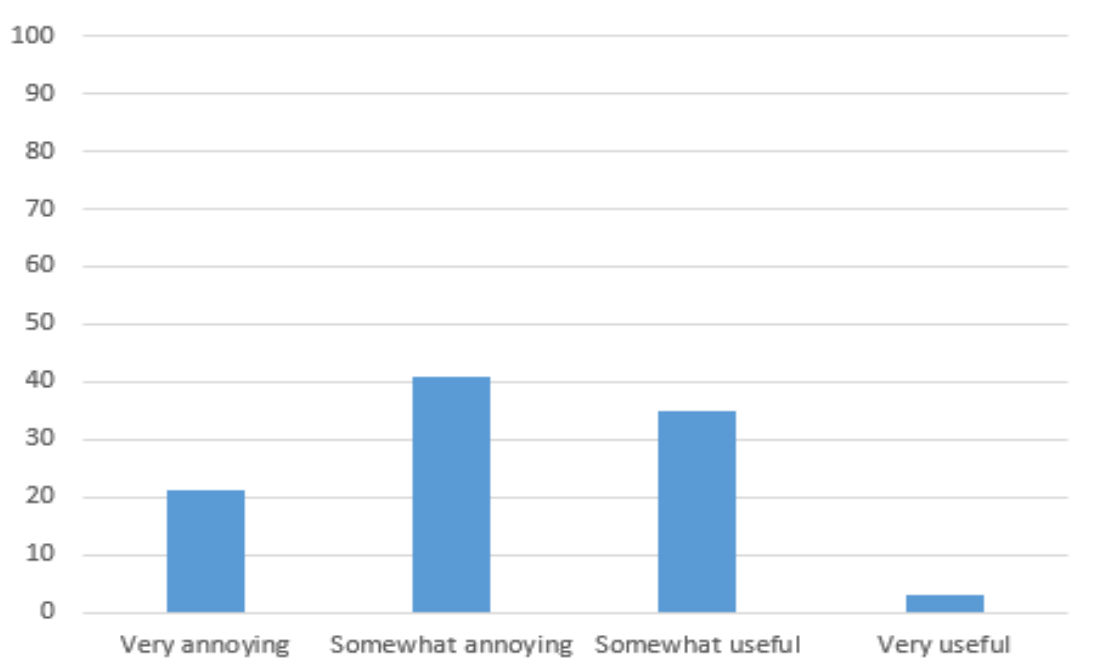
Figure 13: The most effectiveness and impact in marketing activities



Source: author

For the question 8 in the questionnaire, the customer was asked about their perspective which of the social networks is the most effectiveness and impact in the marketing activities for them. This help to discover the core priority from the social networks. The biggest percentage of the result is the Facebook that have 70 percent as it is show and the YouTube scored the second highest percentage that have 19 percent and the third is Instagram that have 5 percent and the fourth one is Twitter that have 4 percent and the last one is LinkedIn that have only 2 percent, as can be seen the Facebook is the most effectiveness and impact in the marketing activities (see figure 13).

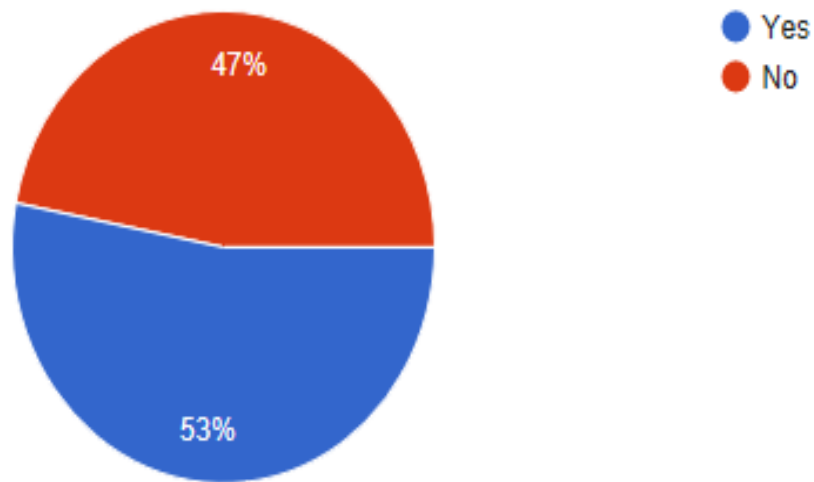
Figure 14: The feeling about advertising on social media



Source: author

Presented in the graph that how customers feel about the advertising on social networks. Thus, 21 percent of the total that all advertisements on social networks are very annoying for these people, along with the highest percentage 41 of the respondents feels just some of the advertisements annoy them, in the other hand 35 percent of the respondents that to get advertisements on the social networks are useful, but only 3 percent those who are seeing all advertisements on social networks very useful (see figure 14).

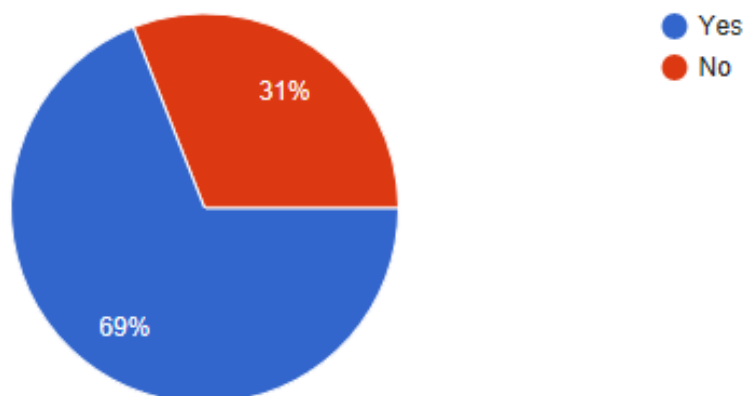
Figure 15: Participation with the Company's social media pages for following their product and goods



Source: author

As shown in the Figure 15 the number of the participation that customers to follow the company's social media pages, and the result was 53 percent of the respondents they are fans for the Company's social media pages to follow their new products for the company, while 47 percent that not interested to follow the company's social media pages.

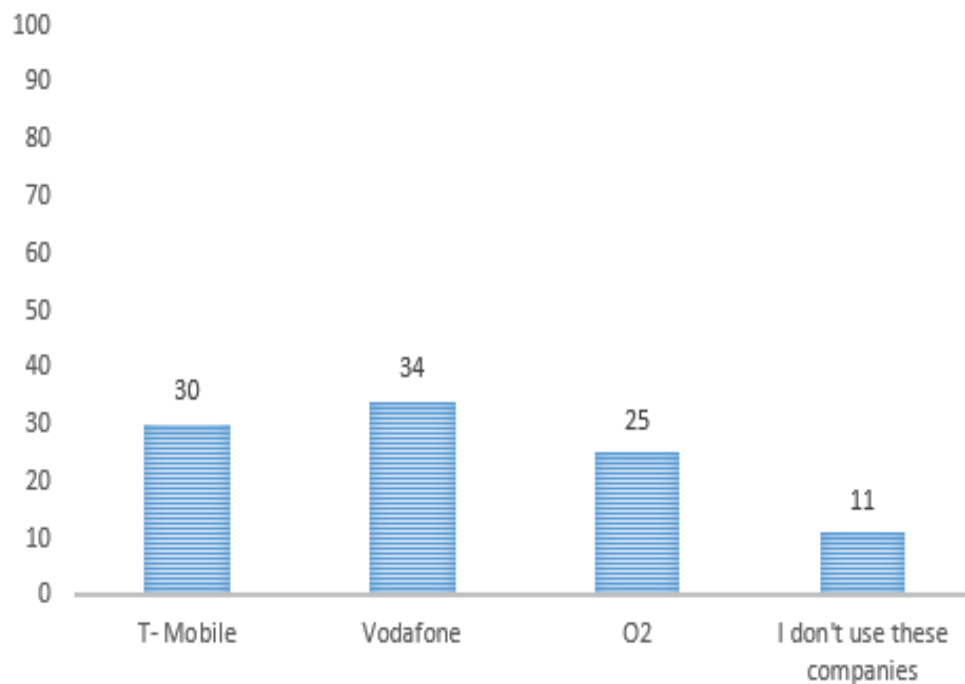
Figure 16: Availability of Inquiries from the Company's social media pages



Source: author

The Figure number 16 show the results of the question: “does the Company's social media pages give you more chances to ask and answer your Inquiries?” and the responses was 69 percent of the total that the company offers the opportunity for its customers to ask for information from the company and to get a reaction to a question, while 31 percent that the company does not give any chance for its customers to ask about the information.

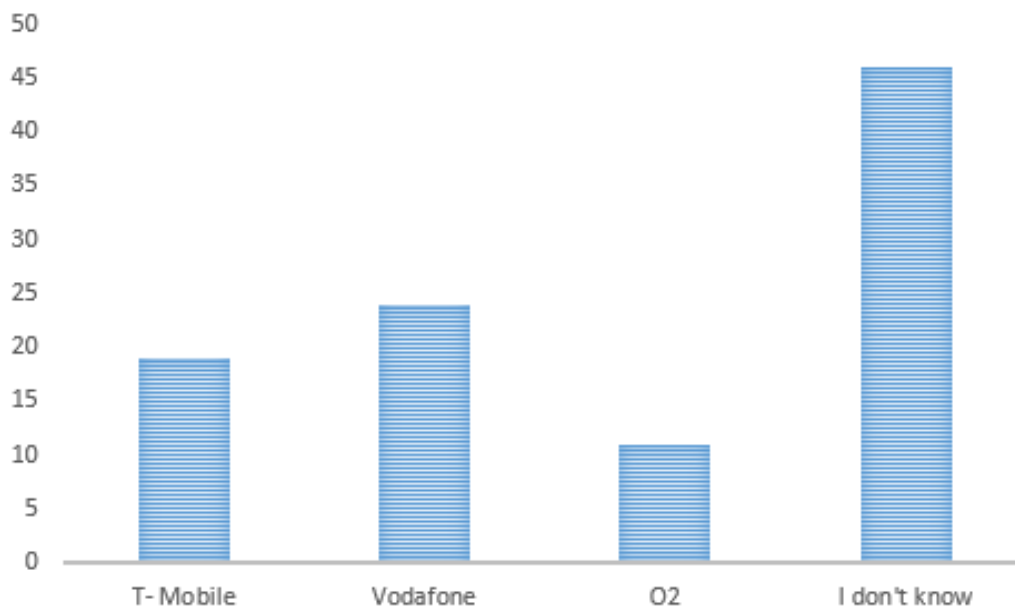
Figure 17: The kind of Companies subscribers are using



Source: author

As can be seen from the Figure 17 that the Czech customer was asked about which of Czech telecommunication companies that are using from the graph we can see there are big competition between these companies, the results was the Vodafone have more customers than others but the difference between them is not high that can change anytime, the highest results was for Vodafone that have 34 percent, and the second highest one is T-Mobile that have 30 percent of the respondents, while 25 percent of the total using O2, in the last result for people who does not use any one of these companies it is 11 percent.

Figure 18: The most active company on social media networks



Source: author

Presented in the graph the opinions of the customer about which of the telecommunication companies the most active on social networks, thus, the highest result is that the customers cannot compare these companies by percentages 46 of the respondents, and 24 percent that the Vodafone company is the most active on social network, it's the highest company and has enough impact to its customers through social media, while T-Mobile that have 19 percent of the total is the second the most active company in Czech Republic, then O2 that have only 11 percent, these three companies must to be more active and influence to their customers through social networks.



### 4.3 Results

Social media and its impact on marketing communication are growing it's important to recognize that social networks are important nowadays.

The goal of this thesis is to answer the research questions through available evidence in the questionnaire about social media and its impact marketing communication, and to evaluate the effect of social networks on the companies, which were selected.

**RQ1:** What are the advantages and the disadvantages companies face for using social media as a mechanism for marketing communication?

There are around 4,584 Czech companies, which do business in the environment of services on the internet, many Czech companies have found new possibilities to promote their products as soon as they realize that their customers spend a lot of their time on social media networks. According to the data collected from the questionnaire all Czech companies can use social media as marketing communication tool, because social media marketing communication is a relatively simple, fast and cost-effective way for Czech companies to get into a communication with their customers, but companies should know how to use it and to have a structured plan to get its advantages. Social media also allows companies to increase brand loyalty; also the company can use social media to gain valuable information about their customers, which will help the company how to communicate their customers. There is even disadvantages that companies face for using social media, if the companies start into communicate with customers through social media and cannot support them. From the disadvantage we can mention that the company creates a social media page and after a while forgets about it, that may be the reason why the company lost their brand and damage reputation of the company.

**RQ2:** What are the main goals of the Czech companies who use social media as a marketing communication tool?

According to the theoretical part, the strategic for the companies is important and it should include the company goals, and the company goal in traditional media was branding by convincing the customer that is strong brand but in the social media is about commination with the customers or even with others user to make their attention to the company by using an attraction strategy. In addition, it can be said that it is in the social media, "attract customer becomes more important".

The main aim of using social media as marketing communication tool is to increase their fans in company's social media page and the outcome of that will increase in the sales.

**RQ3:** What is the best type of social media networks that could be used by the Czech companies in order to reach the right target group?

There are different types of social media networks and the company should satisfy their customer's needs. According to the questionnaire the Facebook is the most usage from the Czech customers and even in the marketing activities but the important to know the right target group, because the social media networks allows choosing the right target group according to their ages, their gender and marital status.

Men and women respond differently to the same advertisements, men are influenced by simple, comparative, attribute oriented Advertisement, then women are more influenced by complex, verbal, harmonious, and category oriented Advertisement.

## 5. Conclusion and Recommendation

### 5.1 Conclusion

At the end of this research and through our study of the social media and its impact on marketing communication, the research questions have been answered through the theoretical part and the practical part.

The influence of social media networks on marketing communication seems to be successful in terms of the marketing strategy.

The theoretical part of this study was to discuss concepts related of the social media and their impact on marketing communication and the strategy that companies are using. From the discussion, we can see the different types of social media networks and which one the most influence on the marketing activities. Because these social networks attract a large number of customers who are considered attractive market for companies.

Marketing communication through social media networks is one of the most important methods recently that should belong to marketing strategy.

The practical part was to evaluate performance the influence of the social media networks on Czech companies, by creating the questionnaire; we have received valuable feedback from Czech customers. These results can be used to advance and improve the marketing strategy in the Czech companies. As a study of social media and its impact on marketing communication, it is concluded with the following results:

- Social media networks are an excellent method to promote products and services.
- Marketing communication through social media networks is a necessary and effective strategy for Czech companies.
- Advertisement through social media is one of the most important basic components in the marketing activities.
- The Facebook network is the most popular network used by Czech customers
- Usage Vodafone, T-Mobile, O2 companies for social media positively affects the satisfaction customers.

## 5.2 Recommendation

- Facebook is the most popular and effective social network to manage the marketing communication therefore to take the advantage of it inevitably leads to success.
- Create advertisement on social media should to be appropriate to the target group.
- The immediate follow-up of the pages for companies and open the door of conversation and communication more.
- From the analysis of the results of the social media looks like the most active company is Vodafone for the customer and its was mentioned that there is big impact in the social media on the Czech customer and in other hands the most effective social media is Facebook and the results shows that Vodafone seems their activities on Facebook not the same as the rest companies T-Mobile and O2 they could improve more to the customer in their services on social media via Facebook page.
- As it was mentioned in the theoretical part the number of internet users in the Czech Republic is 73 percent of the population, the Czech companies could exploit this huge of users for their business.

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## **Appendix: Czech customer survey**

Topic: Social media and its impact on marketing communication

### **Appendix – A**

1. What is your gender?
  - A. Male ( )
  - B. Female ( )
  
2. What is your age?
  - A. Below 18
  - B. 18-20
  - C. 21-30
  - D. Above 31
  
3. What is your marital status?
  - A. Single
  - B. Married
  - C. Divorced
  - D. In relationship
  
4. Do you use social media networks such as (Facebook – Twitter...etc.)?
  - A. Yes
  - B. No
  
5. Are you a member of a fan page for a brand or product on Facebook?
  - A. Yes
  - B. No
  
6. Do you communicate with companies via social media?
  - A. Yes
  - B. No
  
7. Is your attention was attracted by some advertisements in social networks?
  - A. Yes
  - B. No
  
8. From your perspective, which of these social media is the most effectiveness and impact in the marketing activities?
  - A. Facebook
  - B. Twitter
  - C. Instagram
  - D. YouTube
  - E. LinkedIn



9. How do you feel about advertising on social networks?
- A. Very annoying
  - B. Somewhat annoying
  - C. Somewhat useful
  - D. Very useful
10. Do you add the company's social media pages to follow their products or goods?
- A. Yes
  - B. No
11. Does the company's social media pages give you more chances to ask and answer your inquiries?
- A. Yes
  - B. No
12. Which of the following companies do you use?
- A. T-Mobile
  - B. Vodafone
  - C. O2
  - D. I don't use these companies
13. In your opinion, which company the most active on social media networks?
- A. T-Mobile
  - B. Vodafone
  - C. O2
  - D. I don't know

## Appendix – B

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	
<b>Q1</b>	A	A	A	B	A	B	A	A	A	B	B	A	A	B	A	A	A	B	B	A	B	A	A	B	A	
<b>Q2</b>	C	D	C	C	C	B	C	B	C	C	B	C	B	B	C	C	B	C	A	C	B	C	C	C	B	
<b>Q3</b>	D	B	A	D	A	D	A	A	A	D	A	A	D	B	A	A	A	D	A	D	A	D	A	A	A	
<b>Q4</b>	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
<b>Q5</b>	A	B	A	A	A	A	A	A	A	A	A	A	A	B	A	A	A	A	A	A	A	A	A	B	A	B
<b>Q6</b>	A	B	B	B	A	A	A	B	B	A	B	B	A	B	A	A	B	A	B	B	A	B	A	B	A	
<b>Q7</b>	A	A	B	B	A	A	A	A	B	B	A	B	B	A	A	A	B	B	A	A	A	A	B	A	B	
<b>Q8</b>	A	A	A	D	A	A	A	A	A	C	A	A	B	A	C	A	A	A	A	D	A	A	D	A	A	
<b>Q9</b>	C	B	C	A	C	B	A	B	A	B	B	C	C	B	B	A	C	B	C	A	B	B	B	A	B	
<b>Q10</b>	A	B	A	B	A	B	A	A	B	B	A	B	A	B	A	B	A	A	B	B	A	A	A	B	A	
<b>Q11</b>	B	B	A	A	A	A	A	A	A	A	A	A	A	B	A	B	A	A	B	B	A	B	A	A	A	
<b>Q12</b>	B	C	B	A	C	B	B	C	A	A	A	B	C	B	C	B	B	C	C	B	C	A	B	C	B	
<b>Q13</b>	A	C	C	A	C	A	B	D	C	B	C	B	A	A	A	B	A	D	D	D	D	D	B	D	D	

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	
<b>Q1</b>	B	B	A	A	B	B	B	A	B	A	B	A	A	A	B	A	B	A	B	B	B	A	A	B	B	
<b>Q2</b>	B	C	C	C	C	C	B	B	C	B	C	C	B	C	C	B	C	C	C	D	C	C	B	C	C	
<b>Q3</b>	D	D	A	A	D	A	A	A	D	A	A	D	D	A	D	D	A	C	D	A	B	A	A	A	D	
<b>Q4</b>	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
<b>Q5</b>	A	A	B	A	A	A	A	A	A	A	A	A	A	B	A	A	A	A	B	A	A	A	A	A	A	
<b>Q6</b>	A	B	B	A	B	A	B	B	B	B	A	A	A	B	A	A	B	A	B	B	B	A	B	B	A	
<b>Q7</b>	B	A	A	A	A	A	B	B	A	A	A	B	A	B	B	A	B	B	A	A	B	A	B	A	B	
<b>Q8</b>	C	A	A	A	A	A	A	A	D	B	A	A	C	A	A	A	B	A	A	A	A	D	A	A	A	
<b>Q9</b>	A	B	A	B	B	C	B	C	B	C	B	C	B	A	B	B	A	B	A	B	A	B	A	B	C	
<b>Q10</b>	A	A	B	A	A	B	B	A	B	B	A	A	A	B	A	A	B	A	B	B	A	A	A	A	B	
<b>Q11</b>	A	A	B	A	B	A	A	A	A	A	B	B	A	A	A	A	B	B	A	A	B	A	B	B	A	
<b>Q12</b>	A	C	B	B	A	C	B	B	B	C	A	C	B	C	B	A	B	C	A	B	C	B	A	C	A	
<b>Q13</b>	D	B	D	B	D	B	D	D	D	B	D	B	D	D	A	B	D	A	D	D	D	D	B	D	D	

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
<b>Q1</b>	A	A	B	A	B	B	B	A	A	A	B	B	A	B	A	A	A	A	A	B	A	A	B	A	B
<b>Q2</b>	C	C	B	C	D	A	B	C	C	C	C	C	C	C	B	B	C	C	C	B	C	C	C	D	C
<b>Q3</b>	A	A	A	A	D	D	B	A	A	A	D	A	D	D	A	D	A	A	D	A	A	A	D	A	A
<b>Q4</b>	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
<b>Q5</b>	A	A	A	A	A	B	A	A	A	B	A	A	A	B	A	A	A	B	A	A	A	A	A	A	B
<b>Q6</b>	B	A	B	B	B	B	A	B	A	B	B	B	A	A	B	A	B	A	A	A	B	A	A	A	B
<b>Q7</b>	A	B	A	A	A	A	B	B	B	A	B	B	A	A	A	A	A	A	A	A	A	A	A	A	B
<b>Q8</b>	A	A	D	A	D	D	A	A	A	A	A	C	A	D	A	D	A	D	A	A	E	A	A	A	A
<b>Q9</b>	B	A	B	C	B	C	C	B	A	B	A	C	B	C	B	C	D	B	C	A	C	C	B	B	A
<b>Q10</b>	A	B	A	B	B	B	A	B	B	A	A	A	B	B	A	A	B	A	B	A	A	A	A	B	B
<b>Q11</b>	A	A	A	A	A	A	B	A	A	B	A	A	A	B	A	B	A	A	A	A	B	A	A	A	B
<b>Q12</b>	C	C	B	D	A	C	D	A	B	A	C	B	A	D	D	A	B	B	B	A	A	D	A	D	A
<b>Q13</b>	D	D	D	C	D	A	B	D	C	A	B	C	D	A	B	C	C	D	A	D	D	D	A	A	D

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
<b>Q1</b>	A	A	B	B	B	A	B	B	A	A	A	A	B	A	B	A	A	A	B	A	A	B	B	A	B
<b>Q2</b>	C	C	C	D	B	B	B	C	C	C	C	D	C	C	B	C	B	C	C	B	B	C	C	C	B
<b>Q3</b>	A	D	A	D	A	A	A	B	A	A	A	A	D	D	A	A	A	D	A	D	A	A	A	B	D
<b>Q4</b>	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
<b>Q5</b>	A	B	A	A	A	A	A	B	A	A	A	B	A	B	A	A	A	A	A	A	A	A	A	A	A
<b>Q6</b>	A	B	B	B	B	B	B	B	A	A	A	A	B	B	A	B	A	B	A	B	A	B	A	B	B
<b>Q7</b>	A	B	B	A	B	B	A	B	A	A	A	A	A	A	A	B	B	A	A	B	B	A	B	A	A
<b>Q8</b>	A	A	A	D	A	A	A	A	D	A	A	D	A	B	D	A	A	A	D	D	D	A	A	E	D
<b>Q9</b>	C	C	C	C	C	B	C	C	D	A	C	C	A	B	C	A	B	C	B	D	C	B	C	C	B
<b>Q10</b>	B	B	A	A	A	B	A	B	B	A	B	A	B	B	A	A	B	A	B	B	B	A	B	B	A
<b>Q11</b>	A	A	B	A	A	B	B	A	A	A	A	B	A	A	B	A	B	B	A	B	A	A	A	B	A
<b>Q12</b>	A	D	B	A	D	C	A	B	B	A	D	A	D	B	C	A	D	A	B	A	C	C	B	A	B
<b>Q13</b>	C	D	D	D	B	D	B	D	A	D	B	D	B	D	B	D	B	B	A	D	D	A	B	B	A