

## **Abstract**

Diploma thesis „The marketing usage in the social media“ deals with the application of the social media in the marketing communication. My target is to create a comprehensive outlook on social media in marketing promotion. What are the most commonly used tools of social media marketing? Which forms of promotion does it offer? How to use these tools correctly? Is the promotion that uses social media effective? How big is its role in the current communication and how do the clients understand the social media marketing?

The thesis is divided into two parts. The theoretical one describes the basic definitions of terms for my thesis. Later in the thesis, I am explaining the position of marketing in media and what new elements it has brought. I do this through mapping of the online and social media marketing and promotion resources. Another section of the theoretical part is devoted description of selected social media.

As an own contribution to my practical part of diploma thesis, I conducted my own research. It was done in a form of qualitative research, more complex open-ended questions, focused on a smaller group of respondents intended to detect the advantages and disadvantages of the use of social media in current marketing.

The conclusion of my thesis deals with the results of my research. Here I am using the questionnaires and an additional interview with experts in online and social media marketing. I am also using already gained insight into the internal problems in the use of social media marketing. Thanks to the above mentioned, I was able to verify and specify predetermined hypothesis.

## **Keywords**

Online marketing, social media marketing, new media, social media, Facebook, Twitter, YouTube