

ABSTRACT

This bachelor thesis focuses on influencers of children, advertising, and persuasion, mainly in the internet environment and on marketing and sociological-psychological strategies affecting the child population and others. It deals with the ways that marketers use to persuade clients to buy and to communicate. Part of the thesis is an essential description of influencers targeting children, an analysis of selected social networks, and making money on social networks.

KEYWORDS

Children influencers, persuasion, strategies of influencers, advertisement, marketing