

## Abstract

This master's thesis titled „Proposal of a marketing strategy for the specialized publishing e-shop of the Knihy Togga“ deals with the active setup of basic campaigns that should serve as the foundation for those companies, that are operating an online store. It is divided into theoretical and practical part. The theoretical part of the thesis explains concepts such as marketing communication, marketing plan, and provides an overview of advertising. It further presents in various forms of internet advertising that are used in the practical part, and how online trading works within the framework of e-commerce. The practical part of the master's thesis presents the original state of marketing communication of Knihy Togga in individual chapters and also explains the setup of new campaigns and their specific configuration in various interfaces, which are common or typical for the campaign set ups. Furthermore, the practical part describes how the fulfillment of marketing objectives was approached and how these objectives were distributed into multiple variants. The practical part of the thesis also presents the specific results of campaigns and advertisements that were launched according to the predetermined schedule. At the end of the practical part, there is a chapter that summarizes all the results from the started campaigns and provides recommendations for the company or for the readers. It could be used for future marketing purposes to all companies in this area of business.