

## **Abstract**

The aim of this thesis is to design a communication campaign to increase the traffic of the [acp-terapie.cz](http://acp-terapie.cz) website for the company Arthrex. The thesis finds out the necessary information to design the campaign by means of a semi-structured interview. The thesis answers the research question how the company should increase the traffic to the [acp-terapie.cz](http://acp-terapie.cz) website. In order to increase traffic to [acp-terapie.cz](http://acp-terapie.cz), a company should follow several key steps. First, it is necessary to identify the target group, which consists of men and women aged 40-60 with active lifestyles and middle to upper income. The goal of the campaign is to attract 500 new patients per year, which requires increasing traffic to the site to 60,000 to 112,000 visits per year. To reach this group, the company should use a combination of PPC advertising, social media, PR and waiting room advertising to increase awareness and attract visitors to the site. The media mix and budget should be flexibly adjusted based on the first few months of the campaign and data collected from conversions and diagnostics. Evaluation of the campaign's effectiveness should be ongoing using data analysis and physician feedbacks.