

Abstract

The paper Comparative analysis of marketing communication of selected craft breweries in the years 2021–2023 focuses on marketing communication of microbreweries in the Czech environment. Its aim is to formulate a proposal for improving marketing communication for specific selected microbreweries, but also general recommendations for all others. It achieves this through the results of a content analysis of the three most influential microbreweries in the Czech Republic. In the theoretical part, it deals with the development of the brewing industry in the Czech Republic and puts into context its current state and the position of microbreweries in it. Subsequently, it focuses on the communication aspects typical for microbreweries and presents the barriers in marketing communication that small breweries have to cope with. In the practical part, the bachelor thesis deals with the actual analysis of the communication of the selected microbreweries, on the basis of which recommendations for improving the communication of the studied breweries are subsequently formulated, but also general recommendations that can be followed by small breweries not included in the research. The thesis provides valuable insight into the functioning of microbreweries on social media and can serve as a basis for future research in this rapidly developing area. In addition, social media managers of small breweries can use these insights to better understand the effectiveness of paid advertising and its impact on the success of different types of content.