

## **Abstract**

This bachelor thesis is an exploratory study focusing on political marketing on social media. The aim is to examine how the presidential candidates in the 2023 elections (Danuše Nerudová, Andrej Babiš, and Petr Pavel) used paid posts on the social networks Facebook and Instagram. The thesis focuses on the situation before the first and second rounds of the presidential elections. Theoretical concepts such as segmentation, targeting, and political marketing are explored. Data was collected from the Meta Ad Library service, which stores information about paid advertisements. The regions targeted by the candidates, the age groups, and the types of posts are examined. The results of the analysis of candidates' paid contributions are presented separately and compared. It was found that there were significant differences between candidates in terms of segmentation and targeting. Candidates also differed in the extent to which they used different types of campaigning. Candidates were also found to differ in their approach between the first and second rounds, for example in the amount of negative campaigning.