

Abstract

- Title:** Creation of marketing communication within the business plan of the new created e-shop
- Objectives:** The main goal of the final diploma thesis will be the creation of marketing communication for the new created online store.
- Methods:** The theoretical and practical knowledge of internet marketing acquired during the study of the issue and in the long-term employment relationship in the area of social media was used to write the final diploma thesis.
- Results:** The result of the final diploma thesis is the creation of a marketing communication campaign for the new internet shop. The campaign focuses on advertisement on social network and paid PPC advertisement. The advantage of the created marketing communication is its practical applicability in the business plan, which will be realized at the beginning of the new year.
- Keywords:** Questionnaire, Email, Sales Support, PPC Advertising, SEO, Social Media