

The Virtual Communication Mix of a Company Operating in the Food Industry

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Bachelor Thesis
2016



Tomas Bata University in Zlín
Faculty of Humanities

Univerzita Tomáše Bati ve Zlíně

Fakulta humanitních studií

Ústav moderních jazyků a literatur

akademický rok: 2015/2016

ZADÁNÍ BAKALÁŘSKÉ PRÁCE

(PROJEKTU, UMĚLECKÉHO DÍLA, UMĚLECKÉHO VÝKONU)

Jméno a příjmení: **Adéla Jursíková**
Osobní číslo: **H12840**
Studijní program: **B7310 Filologie**
Studijní obor: **Anglický jazyk pro manažerskou praxi**
Forma studia: **prezenční**

Téma práce: **Blog jako nástroj propagace společnosti**

Zásady pro vypracování:

Shromáždění odpovídajících odborných materiálů z oblasti blogů a jejich vliv na propagaci společnosti

Vypracování teoretických základů pro vytvoření a vedení blogu

Stanovení výzkumných otázek pro analýzu propagace vybrané společnosti

Analýza propagace a zavedení blogu vybrané společnosti

Zhodnocení a formulace závěrů práce

Rozsah bakalářské práce:

Rozsah příloh:

Forma zpracování bakalářské práce: tištěná/elektronická

Seznam odborné literatury:

Chaffey, Dave, and PR Smith. 2013. Emarketing Excellence: Planning And Optimizing Your Digital Marketing. 4th ed. London: Routledge.

Charlesworth, Alan. 2014. Digital Marketing: A Practical Approach. 2nd ed. Abingdon: Routledge.

Ginty, Maura, Lauren Vaccarello, and William Leake. 2012. Complete B2B Online Marketing. Hoboken: John Wiley & Sons.

Sálová, Anna, Zuzana Veselá, Jana Šupolíková, Lucie Jebavá, and Jiří Viktora. 2015. Copywriting: Pište texty, které prodávají. Brno: Computer Press.

Smith, PR, and Ze Zook. 2013. Marketing Communications: Integrating Offline and Online with Social Media. 5th ed. London: Kogan Page.

Vedoucí bakalářské práce:

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Ústav managementu a marketingu

Datum zadání bakalářské práce:

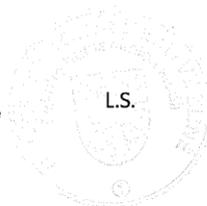
13. listopadu 2015

Termín odevzdání bakalářské práce:

6. května 2016

Ve Zlíně dne 16. prosince 2015


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ABSTRAKT

Bakalářská práce se věnuje problematice virtuálního komunikačního mixu a analýze content marketingu společnosti působící v potravinářském průmyslu, která sídlí ve Zlíně a založení jejího blogu. Teoretická část se zaměřuje na internetový marketing, content marketing a problematiku blogů. V praktické části se objevuje content analýza profilu společnosti na Facebooku, jejích webových stránek, návrh změn a popis tvorby firemního blogu spolu s doporučeními pro jeho vedení.

Klíčová slova: internetový marketing, online marketing, B2B, B2C, content marketing, content analýza, sociální sítě, blog, virtuální komunikační mix

ABSTRACT

The bachelor thesis deals with the company virtual communication mix and the content marketing analysis of the company operating in the food industry which is based in Zlín and with its company blog establishing. The theoretical part is focusing on the Internet marketing, content marketing and the field of blogs. In the practical part, there is the content analysis of the company Facebook profile, its website, the draft of improvements and the description of the company blog establishing including the recommendation for the blog writing.

Keywords: Internet marketing, online marketing, B2B, B2C, content marketing, content analysis, social networks, blog, virtual communication mix

ACKNOWLEDGEMENTS

First of all, I would like to thank to my supervisor Mr. Jiří Vaněk for his patience, pleasantness and advices. Then I owe to my friend Michaela for her help and support during the last year. Thank you very much so as to all my friends and family members who stood by my side unwaveringly through my whole studies.

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INTRODUCTION

The virtual communication of companies is getting more and more important to build strong and stable B2B and B2C relationships because of the rising popularity of social media and tendency to search almost all information in the Internet. But there are plenty of businesses which present themselves non-effectively and their websites and social networks profiles send none or confused messages to their visitors or followers. Because of this fact it is necessary to pay attention to the content strategy of virtual communication channels and do not underestimate their importance. One of them was the selected company.

The main aim of this bachelor thesis is to analyze and improve the current virtual communication of the selected company operating in the food industry. These improvements should lead to the increase of the website and Facebook profile traffic in the future. The another important aim of the thesis is to establish the company blog and to create a guide how to write a company blog to reach the target audience and attract potential customers to visit the company's shop.

Based on the bachelor thesis goals, the theoretical part provides information about the field of online marketing, content marketing, virtual marketing communication and blogs which are indispensable to analyze the current situation and to propose improvements properly. The practical part describes the present situation via the content analysis of the website and the Facebook profile of the company, the draft of improvements for these two communication channels and in the end, there is the draft of the company blog.

I. THEORY

1 INTERNET MARKETING

The Internet enabled marketers from all over the world to extend marketing channels and changed the face of marketing communication, PR, advertising and promotion. The transformation of the Internet from a non-commercial facility into a marketing tool happened in the year 1994 when marketers used the Internet as a space for a commercial for the first time. This innovative event caused a marketing boom and the Internet was supposed to become a strong marketing channel with a big potential despite of the fact that customers used to use the Internet only in a limited way and the technical conditions did not offer a wide range of options. These days, it is necessary for companies to stay informed about all reviews on their products or services which are online on the Internet to be able to face any kind of negative opinions and rebut them (Janouch 2014, 18- 19).

Authors of the book *Internet Marketing: Building advantage in a networked economy* defined the Internet marketing as a process of constructing and maintaining communication with customers by online activities. These activities should simplify the exchange of thoughts, products and services focused on satisfaction the aims of both groups (Mohammed Rafi A., Robert J. Fisher, Bernard J. Jaworski and Gordon J. Paddison 2003, 4). According to this definition, authors set five components: A Process, Building and Maintaining Customer Relationships, Online, Exchange and Satisfaction of Goals of Both Parties.

A Process includes seven phases: framing the marketing opportunity, formulating the marketing strategy, designing the customer experience, crafting the customer interface, designing the marketing program, leveraging customer information through technology, and evaluating the results of the marketing program as whole. It is necessary to fill these stages consistently and harmonically to reach the best results.

Building and Maintaining Customer Relationships are connected with the primary goal of marketing, in other words with constructing lasting relationships with clients. If a marketing plan is successful, it manages to move target customers groups through stages of awareness, exploration and commitment. In general, the Internet marketing program should be a part of a complex plan including online and offline media as well. This statement is coherent with the stage of Online.

Exchange represents a key factor for any kinds of marketing. In the case of the online exchange, companies should present themselves as very respectful and responsive. They should not underestimate impacts of exchanged information.

Companies should keep satisfaction of goals of both parties. If a customer likes the services or products, the company should find a way how to reward them to keep them satisfied. These acts can support future exchanges in a positive direction (Mohammed Rafi A., Robert J. Fisher, Bernard J. Jaworski and Gordon J. Paddison 2003, 4 - 5).

The book *Internetový marketing* written by Viktor Janouch characterizes the Internet marketing as a way how to reach the marketing targets through the Internet. This way includes activities leads to building relationships with customers, their persuasion and promoting the company products. Its advantages caused that many companies stopped using the offline media and shifted on the Internet only. These benefits are represented by factors as a simple monitoring and measurement - so companies have fast overview about their activities, non-limited access, the Internet services are very complex, it enables to create personalized plans and the possibility of a dynamic content. Currently, marketing means personal care about customers and personification of products or services (Janouch 2014, 19-20).

Another view on the Internet marketing highlights the influence of customers and the relations with them. In this case the Internet marketing means three activities - conversation, strengthening the customer's position and expression of complicity. The conversation shows the real public opinion that is usually shared very fast. Because of this fact the company must be a part of the conversation as well, keep the communication with customers and be open to discussions (Janouch 2014, 20-21).

1.1 Linkbuilding

According to linkbuilding specialist Zdeněk Dvořák, linkbuilding is defined as a process based on the congregating of links which refer to the company's website. These links should be relevant and of a high quality because they are an important element of search engines algorithms, a source of visitors and support brandbuilding (Dvořák 2014, 26) and based on the book *Emarketing Excellence: Planning And Optimizing Your Digital Marketing*, linkbuilding is a crucial SEO activity (Chaffey, Dave, and PR Smith 2013, 310-312).

There are various methods how to reach the high quality linkbuilding and it is possible to divide them into two main groups - active linkbuilding and passive linkbuilding. Active methods are these on those the company participate actively in the form of adding the link into catalogues, placing links on discuss forums, creating the own quality content through

blogs or offering the authentic content to share to others on their websites. While passive linkbuilding attracts accesses through a 'natural' way, in other words, visitors find the content or the site on their own. This can happen via interviews with professionals or famous people, creating a timeless content which the company should keep current, sharing a part of the company know-how through case studies, omitting a controversial information about the company (Dvořák 2014, 26-30) (so called buzz marketing) or the company can use special linkbuilding instruments.

1.2 Word of Mouth

WOMMA (Word of Mouth Marketing Association) describes word of mouth as the way how companies give reasons to people to talk about their products and make the conversation easier (Janouch 2015, 183-185). According to Andy Sernovitz, word of mouth is a marketing method that pushes public to discuss a brand or a product. Basically, it is a part of the C2C marketing but the first impulse comes from the company (Sernovitz 2006, 18). But as David Pickton and Amanda Broderick warn in the book *Integrated Marketing Communications*, although, this marketing tool is very powerful and influential, it is quite complicated to control that because it can hit professionals, media representatives, clients so as employees (Pickton and Broderick 2005, 186-188).

Currently, the most powerful word of mouth channels are social media where the content is spread the fastest. In the sphere of the Internet, there are used various kinds of word of mouth marketing. The first one of the most used forms is buzz marketing. Its goal is to arouse interest in a event which should support the brand awareness. Usually, buzz marketing is closely connected with gossips and tabloids. Second type of word of mouth marketing is viral marketing in forms of videos, pictures, texts or presentations. This method creates informative contexts with the aim to be shared orally or electronically via social media, blogs or e-mails. Another method called community marketing works via sharing special information with close communities as fan clubs or consumer communities. These activities support the costumers' loyalty to products of a brand. These days, a very popular method is brand blogging which means marketers create a brand blog or write comments on other blogs or discuss forums. Except mentioned forms of word of mouth marketing, there are many other ways as grassroots marketing, evangelist marketing, product marketing, influencer marketing, cause marketing, conversation creation or referral programs (Janouch 2015, 183-185).

To lead a successful word of mouth marketing promotion, the launched information should be interesting to evoke curious and thrilling emotions which lead to sharing it. The information should make people feel positive emotions as excitement, happiness and entertain them so as the information should be trustful and serious to arouse admiration. People tend to share useful news so it should be beneficial to share information which can facilitate everyday situations (Pickton and Broderick 2005, 179-183).

2 B2B AND B2C MARKETING

There is a difference between B2B (Business-to-Business) marketing and B2C (Business-to-Customer/Consumer) marketing. While B2C Internet users usually search very concrete and accurately defined information, B2B users look for professional and reliable details. In the Internet space, the community of B2B users occupies a larger part than B2C and that is the reason why more businesses adapt their online content to B2B community (Chaffey 2014, 7-8). But in the same time, it is necessary to be aware that the Customer in B2C can be a consumer. Thanks to this fact, a consumer can symbolize an individual but a company as well (Čelustka 2000).

2.1 B2C (Online) Marketing

The marketing company Brafton defines B2C marketing as a marketing method using the most effective tactics to promote products and services among target audience. B2C marketing usually targets on consumers' emotions which cause a need to buy. Talking about B2C online marketing, this desire marketers try to reach via digital channels. Through these channels marketers lead campaigns and have to decide which techniques should be the best ones for their consumers according to demographic facts - location, age, gender, preferences etc. (Brafton 2016)

Regarding the B2C online presence, online sellers can be divided into three groups, as Alan Charlesworth claims. The first of them he calls "pure-play retailers". These businesses sell strictly online so it is necessary for them to create suitable website - it means consumers should find on their web the complete offer, all information about the company and terms and conditions. The buying process should be fluent and customer friendly. The second group's name is "multi-channel retailers". Multi-channel retailers use both online and offline selling so in this case, the website works as a tool for selling products and as a promotional tool as well. The third group does not sell online at all, therefore their websites have supportive and informational character only (Charlesworth 2014, 132-168).

2.2 B2B (Online) Marketing

For the B2B marketing, the most important thing is the trust building. This means that B2B oriented websites should offer only relevant information about the company and products or services which should help to find answers on questions of any professionals

because visitors look for information as technical as economical and the results they examine very thoroughly. Companies from the B2B sphere should focus on showing what they can offer more than their competition and present details about products or services and let customers to participate in the creation of content.

In the sphere of B2B marketing, the brand value is important as well so companies should care about public relations and they engage in offline activities as public performances, compete in prestigious competition to gain important awards, educate on conferences, organize events where company representatives can meet consumers and discuss with them. All these activities spread the brand awareness and interest in the brand. Professionals prefer companies with interesting portfolios, rich experience portfolios and publishing history both online and offline (Janouch 2014, 25-26).

3 SEGMENTATION, TARGET MARKETING, POSITIONING

3.1 Segmentation

Based on the BusinessDictionary.com, segmentation (or market segmentation) is a method how to describe and divide an abundant market into smaller and easily distinguishable parts, segments, which have in common needs, wants or demand features. Its main aim is to create a perfectly suitable marketing mix following assumptions of the target audience. The market segmentation is influenced by four key aspects. Firstly, it is necessary to recognize the segment. Secondly, the market segment should be measurable. Thirdly, it is affected by the approachability over promotional endeavors and last, by the suitability to the law and resources of the firm. Talking about the market segmentation strategies, there are four points of view how marketer can build the best strategy for their business - behavioral, demographic, psychographic and terrestrial dissimilarities (Business Dictionary 2016).

3.2 Target Marketing

According to the Bplans.com definition, target marketing is described as a marketing method which deals with the finding how to make the key customer groups interested in buying the company's goods. The most important factor of target marketing is to get known with products, their possibilities and how to support their strengths which could become the fundamental reason to buy. This process happens via the research among consumers - companies should get familiar with clients' preferences, needs, wants and typical signs connected with the business.

First of all (during the target marketing process), marketers should identify the target market through factors as demographics, geographics, psychographics and behavior patterns. Demographics means the 'WHO' element, in other words, concrete customers' features as age, gender, family status, education etc. This can help to build a suitable marketing campaign with an easy understandable message. Geographics describes the living place of the target customers and its climate conditions, population and the area size. Psychographics analyzes the way how the target customers realize their decisions having regard to aspects as character features, lifestyles and buying manners. The last element symbolized by Behaviors which typifies customers' buying process so how they satisfy their needs and which information and news are relevant for them (Kerr 2016).

3.3 Positioning

Positioning is a kind of a marketing communication strategy, which is a key instrument for distinction a product from its competition. First of all, marketers should set objectives for this product within the target audience's product perception. Based on these marketing goals, they should determine relevant communication channels delivering as effective message as possible. The assumptions for a successful product consist in following product characteristics: there are no similar products on the market, the product is hard to imitate by the competition, the product brings some advantages to its consumer, the product seems to be flawless and worths more than competitors' ones because of its price range.

Besides these mentioned features, the introduced product should be able to offer something in addition because positioning itself should present to its target audience how to understand it. One of most useful methods of positioning is the storytelling. Via storytelling marketers create a product story which brings the product to a desired context. Very often, companies connect their product stories with celebrities, sportsmen, emotions, habits or mysteries. Thanks to that, the product causes fellow feelings with particular groups of consumers. On the other hand, many brands bet on provocative, hilarious or playful promotion (Janouch 2014, 70-71).

4 BRANDING

Branding is a marketing communication process of brand building and a part of the positioning strategy. If this process works well, then a company has a good chance to reach a marketing advantage over its competitors. This fact causes that branding is an inherent component of marketing operations.

A brand can be represented by company names, logos, slogans, design and their combination as well. Due to the Internet, the effort to visualize the brand is much easier than in the past via various forms of online marketing communication. The brand inkling should simplify the choice but the chance of a high product selling should rise in the moment when customers can see an added value of the product (Janouch 2014, 124).

In the sphere of internet marketing, branding happens through communication channels as social media, affiliate programs, sponsored articles on websites often visited by the same target audience or PPC advertising. Other internet branding tactics include sharing a part of the company know-how via blog posts writing or videos recording, remaining previously searched goods via retargeting. But according to the marketing specialist Ondřej Sláma, firstly, marketers should concentrate on current clients and how to retain them because these people can recommend the brand to others. This argument is based on the fact that goods graders ratings range on consumers reviews more and more (Sláma 2014, 167 - 169).

4.1 Brand Image

The brand image is the public face of a company, it means how the marketplace perceives a company. The stronger brand image is, the more reliable position the company takes so it should be the main goal of all marketers to create a good looking image. If the company is well known for its quality, good customer service and pro-customer approach, it usually get a free promo via its customers' and partners' recommendations. This principle works both ways - in the positive one and negative as well.

There are tangible and intangible elements affecting brand images. Tangible factors counts goods or services which were sold, promotion, marketing communication, the name and logo of the brand, the way how goods are labeled and packaged and employees. Tangible elements are these things that are impressible by the company itself. Things that the company cannot influence are called 'intangible elements'. Namely, intangible

elements include corporate personnel and culture, environment policies, legislation, location of the company and media opinion.

According to a study mentioned in the book *Integrated Advertising, Promotion, and Marketing Communications* which examined the restaurant industry, the most important part of brand image for customers is the services and goods ranking. Then asked respondent stated the importance of the willingness of a company to be sure about their products or services, pro-customers attitude and professionalism. Based on this study, the negative reviews can totally destroy the firm's image. This is why a company should perform the best via supporting tangible elements of brand's image.

From a customer's perspective, the role of brand image is very important. If the brand image factor works well, it saves customers' time during the information searching, gives them the feeling of credibility and strengthens the social position and value of the company's products and in that case, a company generate a greater profit.

From the company's viewpoint, a good and valuable brand image brings many bonuses. The first of these benefits is an easier introduction of new products for well-established firms and the interest about their products is naturally higher. Faithful customers yearn to try something new created by their favorite brand and this desire spreads among the other representatives of the target audience. Thanks to this popularity companies can set a higher prices or fees, become more attractive for potential and current employees so as get high-level ratings by the professional public as analysts or financial observers (Clow and Baack 2016, 46-48).

Before the start of brand image creating activities, brand managers have to set their goals and analyze the current image situation, it means to reveal brand's weaknesses and strengths. According to them, brand managers identify opportunities and the best positioning. It is appropriate to find out how the brand is seen outside the organization. A proper image expresses clearly what the firm's personality is like and what it produces. In the case of renewing a brand's image, companies should not to forget to sustain a part of their origins not to dissuade ongoing customers. A right rejuvenating brand image plan should attract a new sort of consumers, enable customers to rediscover the organization, proffer an eternal customer worth, create a strong customer base, keep an honest access to origins but simultaneously, access to innovative ideas positively (Clow and Baack 2016, 50-51).

4.2 Brand Names

A brand name represents the general picture of company's activities so the name should be cogent to help to establish connections with customers. Brand names could be divided into four groups according to their accuracy, transparency and originality. The first group includes 'overt names'. These brand names uncover a company's field of business. 'Implied names' uncover company's activities only partly. 'Conceptual names' catch the core of company's business. 'Iconoclastic names' depict something original, unusual and extraordinary. The decision about the brand name should follow expectations of the industry and target audience (Clow and Baack 2016, 52-53).

4.3 Brand Logos

A brand logo is a company sign which labels a concrete brand. Its design should correspond with the brand name. A brand logo can work as a supplementary element to a brand name and to brand image as whole. The suitable combination of a name and a logo can improve the customers' ability to remember a firm and its promotion. A good logo includes features as an ability to identify the brand easily, familiarity, attractiveness for target audience and an ability to evoke affirmative emotions (Clow and Baack 2016, 53-54).

5 CONTENT MARKETING

The history of content marketing is connected with the history of marketing as whole and first factual notes about it come from the end of the 20th century. In the year 1895, John Deer published a magazine for his customers which tried to approximate this field to them. But the term 'content marketing' in the context of the Internet promotion was developed in the year 2001 by the American company called Penton Custom Media. Three years later, the Microsoft company put the content marketing concept into practice when they developed their own blog. This blog should function as a virtual notice board for customers. Previously, this marketing area represented an interested field for multinational corporations only. Its value increased in that moment when marketers realized the rising influence of content on Internet marketing. In the year 2010, the Content Marketing Institute was founded and this event has become an important instant for the whole content marketing field.

Based on the statement of the Content Marketing Institute, content marketing means the art of an effective communication with followers and customers without selling. According to the Eloqua company, content marketing includes periodical creation of various contents and their distribution via different digital channels for a purpose to improve the business results. The Czech marketing specialists Josef Řezníček and Tomáš Procházka claim that content marketing is a strategy of sharing information supporting brand and trust building. Thanks to content marketing, there is the possibility of brand popularity rising and higher number of sold products (Řezníček and Procházka 2014, 18-19).

5.1 Content Marketing Processes

The first content marketing process is the Planning phase. During the planning process, marketers should specify their goals as selling more, building a community or improving an image. After the goal definition, they should identify recipients and answer basic questions - Who are the recipients? Are they customers or business partners? What are their interests, age, professions? Are they professionals? According to the answers, the marketing communication should be adapted to create a relevant, intelligible and interesting content. Marketers should plan themes of their posts, who should write them, when these articles should be published, target audience of each of these posts and other important information.

Secondly, there is the creative process. In this phase, marketers should focus on an appropriate form and communication channel of the content - if it is more effective to record a video or write an article or create infographics. The creative process is followed by the coordination process. This stage is connected with the distribution of information, ideas and content marketing activities and their coordination, as obvious. The coordination is very important for a smooth progress and time management of the content marketing team. A part of the coordination process is a correction as well and final content editing before the publishing.

The fourth process is the promotional process. Although it could look useless to promote a promotional content, the promotional process is a necessary component of the whole content marketing because marketers should let the target audience know about the content they would like to share with the public to create a strong community, spread the brand awareness and attract new subscribers. Creators of the content should be aware of the promotional process during its generation and adapt titles, descriptions, follow demands of web browsers. Marketers can connect their promotional activities with famous people or professionals. This step can support the reliability and prestige of the brand. The promotional process can happen via social media, the company can publish parts of their articles on websites which associate contents with common themes and bring audience to the company websites and it is possible to use newsletters including links to the content.

When the content is prepared, marketers should measure the results. Concrete metrics should follow the content marketing goals but usually, they control metrics as number of visitors, calls from social media and other websites, the quantity of downloads and most successful posts (most commented, most shared, most read). The controlling should be carried out regularly in given terms and current results should be compared with previous results (Řezníček and Procházka 2014, 27-29).

5.2 Marketing Personas

Marketing personas are a key element for every content strategy. A marketing persona symbolizes a comprehensive description of a fictional consumer of a company content or its possible customer who could be interested in the content published by a company. Marketing personas help to imagine real interests and needs of real consumers. This enables to invent relevant content themes and find suitable communication ways.

To create high quality marketing personas of a high predictive value, marketers should know their customers and customers' needs well. If marketers are not sure about clients and their interest, the easiest way how to become acquainted with them is to meet the clients and ask for all these facts. Obtained information marketers can use for compiling their marketing personas. They can decide between two ways how to compile them. Firstly, they can choose some of their current customers as representatives of the target audience(s). Secondly, they can create absolutely new fictional characters based on more real customers or representatives of public who could consume the content. During the marketing personas compiling, marketers should identify facts as: names, gender, incomes, professions, status, number of children, living location, age, interests and hobbies, everyday life, manners of expression, needs and problems, what the company can offer to them, typical signs. The number of marketing personas is not possible to determine in general because it depends on needs of customers and company options but usually, this number ranges in the interval between 3 and 10. From 3 to 5 is an ideal number of marketing personal for small businesses with a specific field of business (Řezníček and Procházka 2014, 40-41).

5.3 Content Strategy

Content strategy is a process of planning the creation of content focusing on its quality and strategic promotion. It is a kind of a system based on a regular content publishing with a concrete goal. The basic result of the content strategy is a content calendar - a synoptic plan of content publishing. The main goal of content strategists is to adapt the content to consumers, search engines and understand the content marketing as a complex marketing system supporting the company growth in the online world.

Before the start of creating the concrete content strategy, firstly, strategists should analyze the current company situation and get known everything about its market position, incomes, consumers and the most interesting content for them, should find the most successful products and why they are so successful, analyze all metrics, Secondly, marketers should analyze competitors, their online content and SEO settings, fans and compare these results with their own company. The third step is the key words analysis. If marketers find suitable keywords and place them into the future content, this step can bring new content consumers. After that, the company should analyze its clients, their needs, try to find an opinion leader who could attract new followers. Marketers should find the key

reason which makes people buy products as well. It is useful to make a website audit and note Google Analytics data to compare them later. These notes could help to evaluate future results.

When all data are collected, marketers should define goals of the content strategy. These goals can touch aspects as number of visitors, views, time spent on the website, gaining new consumers, customers or cooperations, rising of selling, increase conversions or expansion of the contacts database. But the range of goals is much wider. After the goals establishing, marketers can start the creating process of content themes, content timetable, personas, promotion channels etc. (Řezníček and Procházka 2014, 87-91).

5.4 Website

Websites are one of the basic forms of company promotion and self-promotion so professional looking websites should include general information about the company field of business, its services or products, contacts, references, the company history and should be designed according to the expectations of the customer target audience. If the website is supposed to work as a promotional tool, it should have a SEO analysis of a high quality, include some kind of an additional content as a blog or a company magazine, possibly, enable the possibility of the affiliate program for supporters or business partners. To connect with website consumers, there should be a possibility of sending newsletters and a space for the immediate contacting a company (Janouch 2014, 297).

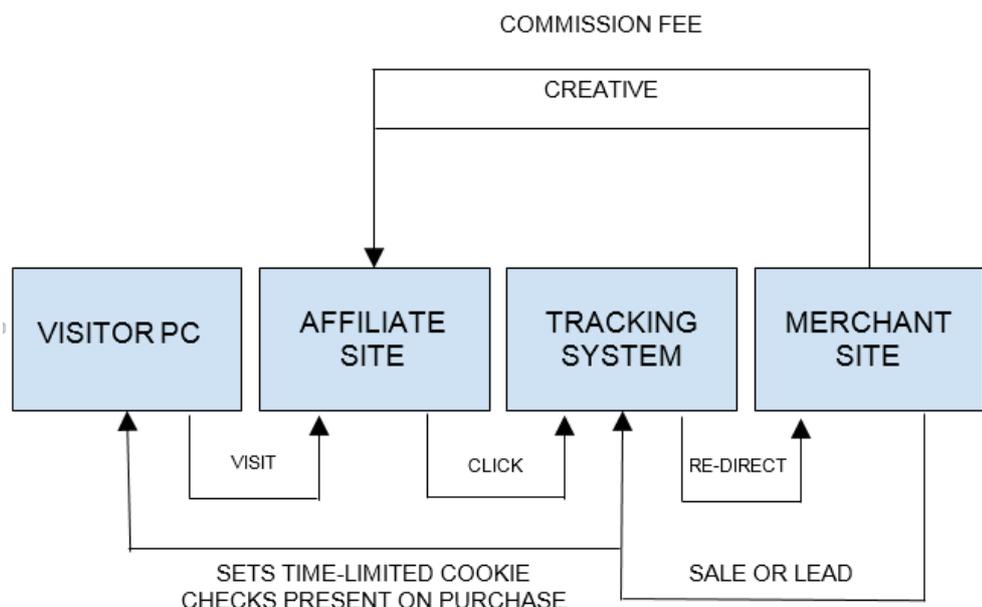
Currently, companies move the major part of their promotion on the Internet and the root of a successful online presentation and communication is the website of high quality. Many marketers trust that online searches, e-mail correspondence, social media, web advertising and marketing running on mobile platforms are going to assume majority of marketing communication processes. That is why the website presentation is supposed to be dynamic, running in “real time” and support “instant communication” and “instant customer service”. “Instant” in this context means that the company is able to provide almost non-stop service to their customers as live counseling through live chats (Clow and Baack 2016, 249).

Other things that can affect the visitors’ opinion about the company based on their website are represented by the high-quality content and navigation. Visitors want and need to find basic information as fast as possible so the content should be synoptic, relevant and intuitively located. All these elements marketers should set according to needs of given

marketing personas. The more relevant the content is, the easier the relationship building with customer becomes and it makes the attractiveness of products stronger. The company should enable consumers to discuss the content and to express their opinions. In addition, discussions can become a great tool for keeping consumers and a good source for inspiration (Smith and Zook 2013, 444-452).

5.4.1 Affiliate Marketing

Affiliate marketing so as called partner marketing is a promotional method based on sharing the content or highlighting products via company partners - through their websites or social networks' profiles with the original company logo in exchange for some kind of satisfaction for the partners in the form of money or other bonuses (Didner 2014, 83). One of these bonuses can be commissions of sold goods which customers buy thanks to banners on the partners' websites that navigate customers on the concrete website. Except the selling, affiliate programs can work as a way of brand building and spreading the brand awareness. In this case, the affiliate program substitutes the SEO partly (Janouch 2014, 157). The affiliate programs usage is beneficial especially because it supports the brand visibility, enables to reach a wider audience spectrum, makes the products advertising faster and thanks to the pay-per-performance process, which is graphically represented below, the company representatives can be sure they pay for real results only (Chaffey and Smith 2013, 312).



Picture 1: The affiliate marketing schema (Chaffey and Smith 2013, 312)

6 SOCIAL MEDIA

Danah M. Boyd and Nicole B. Ellison define social networks as online services enable to public creation of an online profile shared with other web users or its visitors, building online contacts networks, sharing wide spectrum of contents and discuss them. Based on the article *Online Social Networks: Definition, History, and Scholarship*, originally, social networks should work as a tool for people who want to keep in touch with their friends, meet new people, and as a dating tool (Boyd and Ellison 2007).

According to the Larry Weber's opinion mentioned in the *Digital Marketing: A Practical Approach*, social networks are classified as member-based communities allowing users to connect each other on the basis of similar interests or invitations (Charlesworth 2014, 291-298). But with the rising popularity of social networks, there was developed the need of having the company social networks profiles. The reason is obvious - social networks offer an easy way how to let current and potential customers or partners know about all news connected with the company and enable communicate with them in real time. In addition, the book *Integrated Advertising, Promotion, and Marketing Communications* refers to the fact detected by the Forrester Research that more than 75 percentage of the Internet users activities consist of social networking or creating of contents on blogging pages. Therefore, this result only supported the viewpoint that it is important to be seen on the social networks these days. That is why professional social networks were established as well aiming to connect professionals (Clow and Baack 2016, 279-280).

6.1 Facebook

Authors of books *Obsahový marketing: Nakrmte Internet svým obsahem*, *Copywriting: Pište texty, které prodávají*, *Internetový marketing: Přilákejte návštěvníky a maximalizujte zisk* and *Integrated Advertising, Promotion, and Marketing Communications* agreed that Facebook is currently the most popular and the largest social network. Its main aim is to build and keep relationships, to restore contacts networks and to share funny contents. The main group using Facebook is represented by people in the age from 18 to 34 years. Contents shared on Facebook are called "posts" in the non-limited range of letters but marketers should remember that consumers usually do not read posts with descriptions longer than 3 lines so texts should be brief, apt, attacking the consumers' attention and should include "call-for-action" which means to challenge consumers to do something

(e.g.:comment, share or mark by the “like” button the post). To make the post more effective and attention inspiring, marketers can add some kind of multimedia contents - photographs, videos, graphics (Sálová, Veselá, Šupolíková, Jebavá and Viktora 2016, 135-136). To create an useful marketing communication channel via Facebook, marketers should not ignore the fact that mainly, Facebook is an entertaining tool for its users so the shared contents should satisfy consumers’ needs. Authors of Facebook posts should avoid too detailed information, keep the company profile active through regular publishing and react on all comments and messages if possible (Řezníček and Procházka 2014, 127-132).

6.2 Twitter

The micro-blogging service Twitter enables to communicate via 140 characters long posts called “tweets”. The main aim of tweets is to share ideas, short news or to attract the profile followers to click on an attached link. If the link is too long, it is useful to use a shortening service as goo.gl or bit.ly. Compared to Facebook, on Twitter, multimedia attachments are not so required materials as on Facebook because the sense of Twitter is hidden in professionalism and clear communication. Another difference between Facebook and Twitter is in hashtags facilitating filtering of tweets according to chosen themes. Twitter users usually look for interesting facts, current news and professional news and the content should be shared as often as possible (Sálová, Veselá, Šupolíková, Jebavá and Viktora 2016, 138).

6.3 Google+

After Facebook, Google+ is the second largest social network today. But its power is no in the popularity because there are only very few active users. Google+ offers to its members advantages as a SEO tool supported by the Google search engine and then it is closely connected with Youtube.com, Blogger.com and other Google services (Sálová, Veselá, Šupolíková, Jebavá and Viktora 2016, 140). The main audience is represented by people in the age between 18 and 24 years from the area of professionals as designers, IT specialists, marketers and other modern technologies representants so the shared content should respect their interests. Posts are limitless but they should be similar to Facebook posts, it means clear, brief, interesting and should comprise multimedia attachments (Řezníček and Procházka 2014, 129).

6.4 LinkedIn

LinkedIn is a social network for professionals which enables members to create their professional profiles including their working experience, education, certificates and skills, to share them with other user and potential employers simultaneously. Members can discuss each other, share contents regarding their professions and professional information or news. The prevailing age is from 35 to 54 but users can find there university absolvent so as managers, company owners or CEOs from the dynamic spheres as IT, selling or engineering.

Members are usually looking for serious information so if marketers decide to present their company via LinkedIn profile and communicate through various kinds of posts, they should remember the main interests of users. The biggest advantage of LinkedIn is that people can communicate with the others from a concrete field and find new professionals or bring professionals to the company site or the company blog (Řezníček and Procházka 2014, 129).

7 SEO

SEO is a math-based method using by search engines to select the most relevant results for users' inquiries. These queries are displayed on top positions so they are preferred and link to websites with the most suitable SEO settings (Ginty, Vaccarello and Leake 2012, 38). From the SEO point of view, there are two types of decisive factors, which affect the link position. These factors are called on-page and off-page factors. On-page factors comprise the web page itself, concretely, search engines examine the page speed, if the hosting provider is trustworthy, if there are internal links indicating to the website and their relevance, if the website covered all URL versions (e.g. www.website.com, website.com, www.website.com/home.html), control defective links, mistakes in HTML code, the CSS validity, look for keywords in URLs, site titles image descriptions, keywords density and highlighting. Then content originality, newness, are desired so as attached multimedia content. On the other side, off-page factors contain links so for this factor, the affiliate programs are very useful (Krush 2012).

Keywords are another important SEO element. Keywords help to create relevant content supported by search engines and attractive for target audience and thanks to right keywords visitors can become customers so marketers should never underestimate the importance of keywords analysis. The first step of the keywords analysis is to assemble the list of words describing what the company product deals with and list of the opposites of this problem. Then marketers should use synonyms, homonyms and antonyms as keywords (Janouch 2014, 236-239). Another way how to find keywords is to get inspired on the competitors' sites, by search engines whisperers or to use tools offered by search engines - for example AdWords created by Google and Sklik by Seznam.cz.

Keywords are divided into long tails represented by complex phrases and collocations and short tails represented by one word keywords. (Ginty, Vaccarello, Leake 2012, 38-40) Short tails are more general so usually, users rather search through long tails because they suborn them to more relevant pages than short tails and enable to differentiate the company from its competitors and to be preferred by search engine during displaying search results (Sálová, Veselá, Šupolíková, Jebavá and Viktora 2016, 125).

8 BLOG

8.1 Definition

Oxford Dictionary of Marketing defines blogs as an abbreviation of weblogs which used to be online shared personal opinions in a chronological sequence written by people called ‘bloggers’ (Doyle 2011, 36). Chaffey and Smith describe blogs as a simple mean for sharing personal websites in the form of journals and diaries (Chaffey and Smith 2014, 305), and this statement the Czech copywriter Jiří Viktora supports as well in the book Copywriting: Pište texty, které prodávají (Sálová, Veselá, Šupolíková, Jebavá and Viktora 2016, 63-66). But over time, blogs transformed into a powerful marketing tool as well.

8.2 History

As it was said, the word ‘blog’ was developed by the abbreviating of the word ‘weblog’ or ‘web log’. Probably, the first blogging person was Justin Hall who started his blog in the year 1994, however, the term ‘weblog’ Jorn Barger invented in the year 1997 and in the year 1999, Peter Merholz shortened the term and renamed it to ‘blog’ only (Janouch 2014, 304).

8.3 Types of Blogs

Talking about types of blogs, the classification differs according to sources. According to Jiří Viktora, there are three main categories.: Personal blogs and journals, Professional and interest blogs and Product and company blogs, while personal blogs deal with everyday lives of their authors, their experience, feelings or memories. Professional and interest blogs share information about a concrete theme as cosmetics, fashion, photographs, modern technologies etc. Finally, product and company blogs try to stay in touch with their business partners, customers, to support brandbuilding, linkbuilding and to offer something special compared to their competitors (Sálová, Veselá, Šupolíková, Jebavá and Viktora 2016, 63-66).

Another point of view Charlesworth presents. According to him, there are 4 types of bloggers: Hobbyists, Professionals. Corporate bloggers and Entrepreneurs. Hobbyists write for fun without any kind of income and their main aim is to share their opinions. Professionals profit from the blogging, some of them part-timely, some full-timely so blogging can cover their financial needs and can replace their usual job. Professional

bloggers are autonomous. On the other side, there are corporate bloggers who are employees of companies and mostly they write about themes touching business and technologies. Entrepreneurs Charlesworth presents as people who write blog posts for their own firms with the content about their field of business. (Charlesworth 2014, 310)

8.4 Blog as a Promotional Tool

The most important blog category for this thesis is that one which deals with business blogging - in words of previously mentioned specialists, product and company blogs, corporate bloggers and entrepreneurs. Chaffey and Smith present some benefits of business blogging in their book *Emarketing Excellence*. Firstly, companies can show they are real professionals and can demonstrate their knowledge. Another benefit symbolizes the possibility to approach the company history to current and potential business partners or customers and thirdly, as it has been mentioned in the previous part, blog can encourage the number of accesses on the website from search engines (Chaffrey and Smith 2014, 329). In addition, the blog can help to arouse interest about the company from the consumers' perspective and raise the company labour market prestige (Wainwright 2015).

There are some perils of blogging as well. First of them is connected with the published content. If the content is of a low quality, it can destroy the company name so only qualified authors should create the content. Secondly, the commenting audience can glut the blog by negative responses and they can affect others negatively. Marketers can avoid this problem if they use the possibility of the comments moderation. This method can prevent spam comments too. The third risk is the SEO spam and following search engines limitation for a particular company website. To avert this dangerous, the blog posts should include a minimum number of hyperlinks. Fourthly, blogs can divert traffic from the company website. This effect is quite natural so the company website should have a strong SEO strategy not to let the blog to overshadow it (Chaffrey and Smith 2014, 329).

8.5 Blog Establishing

If marketers or other company representatives decide to create a blog, first of all they should set the blog topic and its purpose, when the blog posts should be published and how often so they should create a publishing plan, then who is the target audience of the blog (blog personas) and what is the blog message (Wakeman 2009). The blog should have

strictly define tone according to its theme and genre so as a prepared SEO strategy (Viktora 2016, 63-67).

To run an own blog, it is necessary to use a blogging platform which enables the blog authors to write, edit and publish blog posts any time without the need of special changes in the website code. There are plenty of content management systems convenient for blogs. Currently, most popular platforms are Movable Type, Typepad, Blogger, Wordpress but many companies use Plone, Drupal, Mambo or Microsoft Office SharePoint server as well. Another possibility how to establish a company blog is to program a blog as a part of the website. The choice is up to the concrete company and its needs or preferences.

The blog link or the blog label should be clearly visible and easy to find on the web so the most effective place for its location is in the end of the main menu after the contact bookmark. Talking about the blog division there are more aspects that should not be forgotten. There should be a resolution according to themes, which is the most general one - e.g. Online Marketing. A more specific division is the division by labels whereby one article can include more labels - e.g. social media, copywriting. If more authors contribute on a blog, there should be possibility to filter the content according to authors. The last most used way of the posts distribution is to group texts chronologically via an archive which is another necessary part of blogs (Chaffrey and Smith 2014, 305).

8.6 Blog Posts Writing

Blog posts are very similar to any other kinds of articles published in printed or online media. They should be divided into paragraphs, the first one should attract people, include some key information but not to reveal everything. This paragraph should be highlighted by bold or italic fonts or the font can be bigger than the rest of the text, there should be subtitles to inform readers what each parts are about and in the end of the post, there should be a call-to-action part as an invitation to comment the article or to share it via social media. But the key element of every article is the headline. It should be as short as possible, the recommended maximum is 7 words, apt, attacking, likely provocative and promising some benefits for consumers. Usually, people tend to open articles with numbers in headlines as “5 Tips How to Grow Your Business” more likely than if the number is omitted – “How to Grow Your Business” so numbers are another desirable aspect of headlines. Important or interesting facts should be bold because it can attract consumers to

read the post to its end. The blog writing style should be relaxed because mostly, people read blogs during their spare time (Viktora 2016, 63-67).

8.7 Blog Metrics

To build an effective marketing communication strategy through blog, it is necessary to be able to measure, analyze and improve the effectivity. Particular metrics depend on the content strategy goals but commonly, there are three goals that are desired by almost all businesses: to sale more, to increase the website traffic and to improve the brand awareness and/or the brand image. Based on these three goals, marketers should measure following factors: number of sales and amount of incomes, number of web visitors and where they came from - which websites, what was the keyword or phrase or the influence of social networks on the traffic, how many blog visitors continued on the company website. All these elements are possible to track through a tool called Google Analytics. Talking about the brand awareness, marketers should concentrate on factors as customers' reviews, number of blog followers, number of social networks followers, posts reaches, interaction of consumers - number of comments and sharing (Viktora 2016, 63-67).

II. ANALYSIS

9 THE INTRODUCTION OF THE COMPANY

9.1 The Company Description

The analyzed company is a small business trading in the sphere of the food industry. It was founded by Dušan and Petr Lečbych in the end of the year 2012 in Zlín where they run a small shop and offer foodstuffs and beverages. To be concrete, the company offers goods as pastry from the local bakeries, milk products, meats, meat products, delicacies, vegetable, fruits, herbs and teas so as local beers and alcohol-free beverages. The main idea of this business is the support of local farmers and small businesses following the criterium that they offer goods of a high quality, without harmful food supplements. Presently, the company sells products through personal sales only.

9.2 The Company Goals

The company goals are to build stronger B2C relationships and keep their B2B relationships, to spread the awareness about the quality of food, to support the brand and brand awareness. These goals are supposed to be reached via suitable virtual communication on Facebook, the official website and the newly established company blog which should support the online traffic and interest in the company hence then in their products.

10 THE ANALYSIS OF THE CURRENT COMPANY VIRTUAL COMMUNICATION

Currently, the company virtual communication happens through their official website and Facebook. To create a suitable virtual communication plan, it is necessary to analyze these communication channels and their current situation.

10.1 Facebook



Picture 2: The company Facebook profile – cover and profile pictures (Facebook: Dary kraje 2016)

The Facebook profile is one of main communication channels of the analyzed company. It enables the direct contact with customers and offers the fastest mean how to get informed about news about company and their goods sold in the shop. The first step how to succeed on Facebook is to choose suitable category of the Facebook fanpage. The company is categorized as “Local business or Place” and concretized as “Food & grocery”. This is absolutely fine and proper. Adequate solutions could be the category of “Shopping/Retail” or the type called “Company, Organization or Institution” with categories “Food/Beverages” or “Small Business” and possibly, the category “Farming/Agriculture”. But the current specification reflects the aim of this business very well so there is no reason to change it. The name of the company profile is the same as the official company name. This step is very relevant as well because it supports the SEO and the profile is easy to find for the customers and fans. The important company details as the address, contacts, opening hours and website are fulfilled, this can reflect pro-customer online access. There are 2 300 followers (14. 4. 2016).

The profile picture is substituted by the company logo and the cover picture consists of the company name, its logo and the company slogan. All these elements support the company brand building but there is a clash between the profile picture and the cover picture. Both of them are designed with the light background, this causes that pictures coalesce together. Another problem is in the slogan position because a part of the text is hidden by the cover picture.

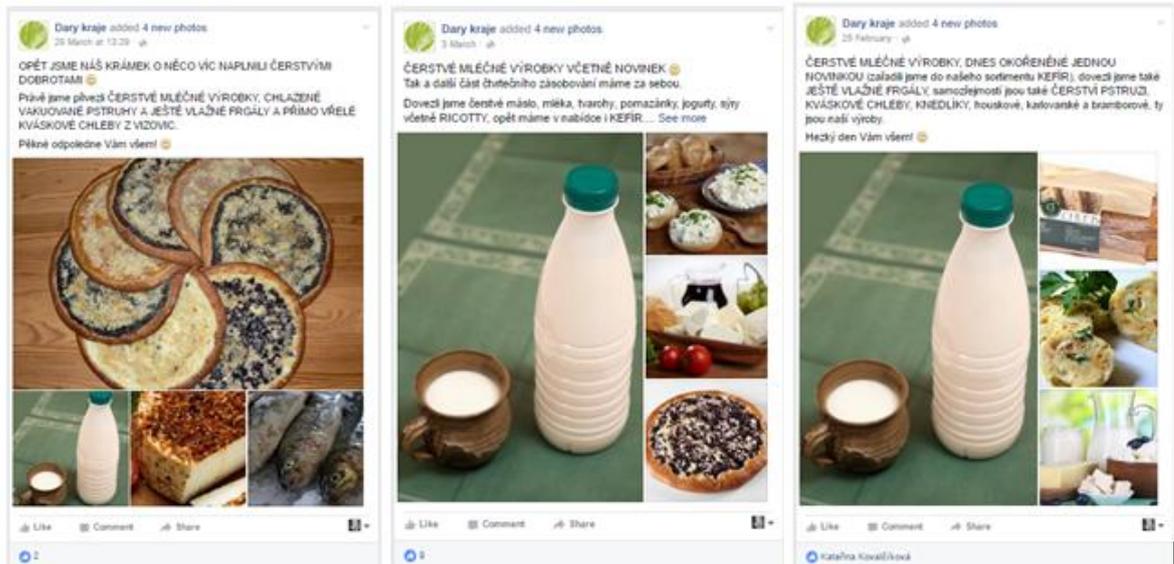
10.1.1 Facebook Posts

The Facebook posts of the analyzed company have informative character only. Mainly, the page shares current information about the goods which are enhanced by pictures of a high quality showing what food and beverages look like. These information are very useful for customers but in general, the content of the profile can seem too monotonous and unattractive to follow and to visit it regularly. Another aspect supporting the monotony of the fan page is the graphic look of the text and its length. The posts contain quite long parts written by capital letters and the whole texts is much longer than it is usually recommended - so longer than 3 lines. This can discourage followers from reading posts and lower the probability of interactions from the followers' side. There are the call2action elements missing as well. The company does not use paid promotion on Facebook.



Picture 3: The company Facebook posts (Facebook: Dary kraje 2016)

In the point of photographs, the access is very professional and good looking. Usually, the page shares suitable number of pictures so all of shared photos are seen in the preview. But many photos are used more than once a month, this activity can seem boring and can evoke that it is the same post as the follower saw and read in the past so there is a big chance that they skip the post with a zero interest.



Picture 4: The company Facebook posts (Facebook: Dary kraje 2016)

The frequency of the contribution is too high and unbalanced in every point of view. During the term from 1.3. 2016 to 4.4. 2016 it was published 39 Facebook posts. Based on the table below, which shows the number of posts during every single day from the tracked term, usually, the company shares the Facebook content in weekdays in the amount between 1 and 3 posts per a day. This amount is commonly irrelevant for a small businesses in the food industry. It means 1, 12 posts per a day. All of these posts are monothematic and very similar. This quantity is typical for businesses with a wide range of services or types of products or for companies which operate in more areas.

The first reason of the irrelevance is that small businesses usually do not have enough materials to share and the Facebook posts of the analyzed company support this statement because as it was said, they share almost the same every time. Secondly, although there are about 2 300 fans of the fan page, the monothematic content of the page can reach only a part of them and thanks to very short time lapses between them, this reduced amount of fans can be decreased more because various groups of fans are online on Facebook at different times so a part of them can be congested by the content while other fans can stay almost untouched (Facebook: Dary kraje 2016).

Table 1: The company Facebook posts frequency (Facebook: Dary kraje 2016)

Date	Number of posts
1.3.2016	3
2.3.2016	2
3.3.2016	3
4.3.2016	1
5.3.2016	0
6.3.2016	0
7.3.2016	1
8.3.2016	2
9.3.2016	1
10.3.2016	2
11.3.2016	2
12.3.2016	0
13.3.2016	0
14.3.2016	1
15.3.2016	1
16.3.2016	0
17.3.2016	0
18.3.2016	1
19.3.2016	0
20.3.2016	0
21.3.2016	1
22.3.2016	1
23.3.2016	2
24.3.2016	2

25.3.2016	1
26.3.2016	0
27.3.2016	0
28.3.2016	0
29.3.2016	3
30.3.2016	3
31.3.2016	2
1.4.2016	0
2.4.2016	0
3.4.2016	0
4.4.2016	1

10.1.2 The Company Responsivity

If there is a comment under their posts, in most of cases there is the answer from the company side in the form of another comment or in the form of the “Like” reaction. This trend is reflected in the reaction on posts by fans and visitors of the page but reactions are missing in the “Reviews” part where they can be needed more than anywhere else on the profile. Talking about the reaction on messages it takes about a day till a questioner receives the answer. Having regard to the type of business, this responsivity can be considered as very good. (Facebook: Dary kraje 2016)

10.1.3 The Comparison to Competitors

Talking about the analyzed company as about a regional food seller, there is one main competitor in Zlín. The company is called Z DĚDINY which offers the same range of goods and cooperate with local farmers. This competitor’s Facebook page has 655 followers so only about 25% of the analyzed company’s followers amount. Z DĚDINY shares only very few posts (about 3 posts per a month) but there are call-to-action elements so there is a bigger interaction - on average, in the term from January 2016 to March 2016 there are 3,7 likes per a post while in the case of the analyzed company it is only about 1,8 per a post. Posts themes are very similar to the analyzed company’s posts. It was impossible to compare the messages responsivity because these data weren’t published on

the Z DĚDINY's profile but the responsiveness on comments and questions is very well (Facebook: Z DĚDINY 2016).

The second competitor is the franchise Sklizeno Zlín. This company does not offer local products but presents itself as a shop with healthy food. Its Facebook profile "Sklizeno - opravdové jídlo, Zlín" counts 1 892 followers and the activity on the page is very irregular. During January and February 2016 there were posts almost every second day while during March, there were only 4 posts. The descriptions to posts are often missing and there are mostly shared posts by "Sklizeno - opravdové jídlo" and articles from Sklizeno.cz, photographs of their goods, recipes, articles and videos from external sources so the page content is much more diverse than the content of the analyzed company. The average number of likes per a post is 13,2 per a post, comments are very sporadic. There was no information about the messages responsiveness but visitors' comments are usually answered (Facebook: Sklizeno – opravdové jídlo, Zlín 2016).

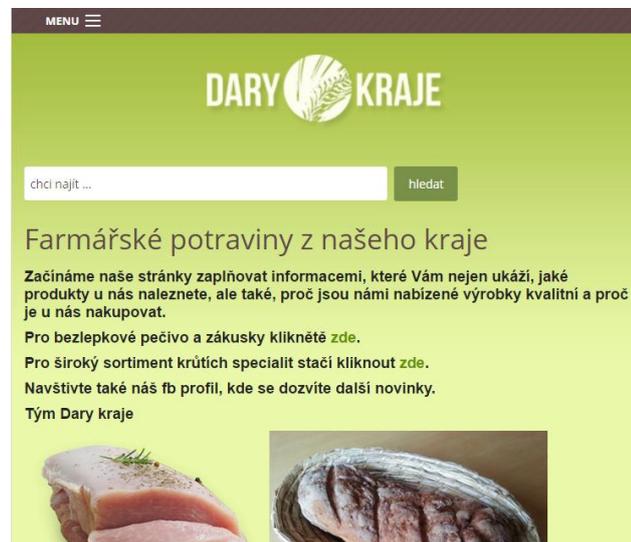
10.2 The Content Analysis of the Website

The company website usually works as a virtual business card, a virtual self-presentation of a business and as a source of general information about products or services. The analyzed website meets these functions partially only. But currently, the company representatives plan its renovation to make it more customer friendly, informative and to improve its design. This analysis should uncover current faults and shortages in the company virtual communication through the website and valorize the content aspects of the site.

One of the most important elements of the website design is its ability to adapt to various kinds of electronic devices as smartphones and tablets so as to different sizes of screens. This ability is called responsive design. The analyzed website has this ability and thanks to that it meets the requirements of customers and other website visitors.

Talking about the undepreciated website version, there are used green and brown colors as main colors which are usually connected with healthy lifestyle and healthy food so they were chosen very well because they refer to the aim of the company. The heading contains the company logo but thanks to the significant brown side box, the white logo can be optically suppressed. Another disturbing element is the background of the page. The green color is getting brighter and brighter the lower it is scrolled. It distracts from the text reading and the text can be hard to read - for example hypertext links which are green in

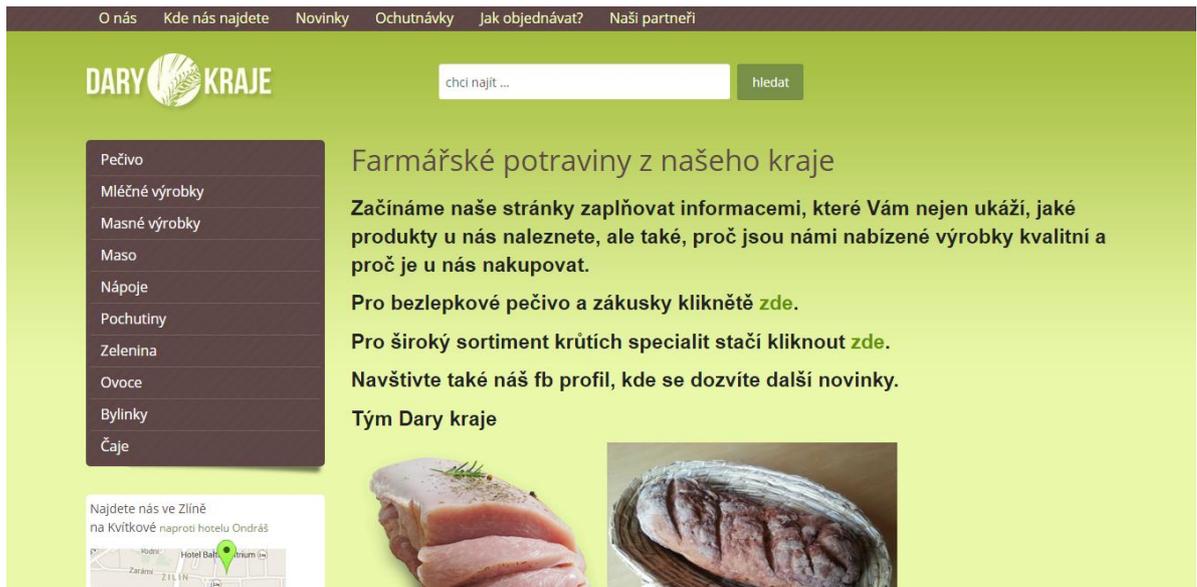
this case. So optically, it can disappear in the context of the top part of the background. The design is very simple and possibly, it can be hard to remember (Dary kraje 2016).



Picture 5: The official website Dary kraje (Dary kraje 2016)



Picture 6: The official website Dary kraje (Dary kraje 2016)



Picture 7: The official website Dary kraje – the welcome page (Dary kraje 2016)

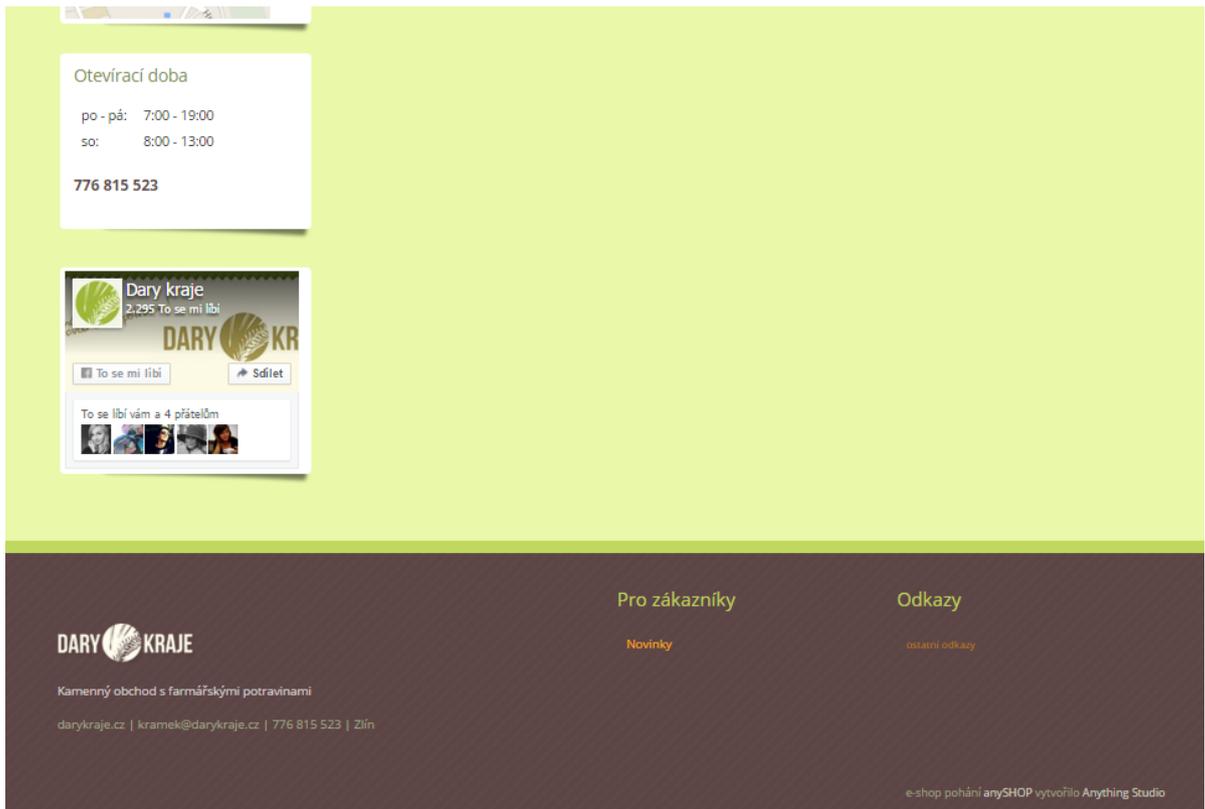


Picture 8: The official website Dary kraje – the welcome page (Dary kraje 2016)

The landing page includes a welcome post as well. This text has plenty of mistakes. The headline (“Farmářské potraviny z našeho kraje”) is very drab and the message missing. It does not attract an attention of potential readers and can seem to be almost invisible. The article itself is very chaotic and its layout looks unprofessionally. The whole content is written in the bold text form and the usage of this highlighting type loses the function. Another disturbing element is the indentation of every single sentence. Another mistake is the usage of three exclamation marks. From the semantic side, this text is inappropriate for the welcome page because there should be some kind of information

about the company and some photographs which are intended for the company presentation. Current pictures can give an impression of amateurism.

The website template is probably designed for e-shops but there is no possibility to order anything online so this template seems to be irrelevant. There are two menus. The main one is situated in the top of the page, while in the left side, there is the list of products categories which customers can find in the shop. The main menu contains usual items as “O nás”, some kind of a contact page called “Kde nás najdete”, “Novinky”, “Ochutnávky”, recommendations how to order goods (“Jak objednávat?”) and “Naši partneři”. At the first sight, the main menu can seem to be quite counterintuitive. Usually, if there are two menus, the main one is situated in the left side and is more visible. In this case, the secondary menu seems to be more important although, most of these pages are empty. In the section “O nás”, there is the list of products and a too brief introduction about the company but without any details about the company history or aims. The category “Kde nás najdete” shows the location of the shop but having regard to the fact that there is no contact bookmark, there are other contacts missing. Contacts are emplaced in the bottom of the page but visitors have a tendency to look for it in a menu as well. The map from this page is located under the side menu as well so as the opening hours information, the Facebook gadget and telephone number without details about who is the number owner - if it is to the shop or the way how to contact the owner (Dary kraje 2016).



Picture 9: The official website Dary kraje – the footer (Dary kraje 2016)

The category “Novinky” is supposed to be a way how to keep the website recent and share news about products and the company or some events connected with the business but there is a very general text only. The label “Ochutnávky” is irrelevant in the menu because it shares no additional value or interesting facts for customers. The bookmark “Jak objednávat?” contains mainly information about terms of the supply and a short paragraph about the possibility to book goods in the shop so the name of the label can be misleading. The section “Naši partneři” summarizes all business partners of the company in the form of a very long and quite chaotic paragraph. This execution interprets no suitable presentation about the suppliers. (Dary kraje 2016)

10.2.1 The Comparison to Competitors

The competitor Z DĚDINY’s website is really simple and with the business corresponding. The design is more integrated than the website of the analyzed company but it is quite old-fashioned. The welcome page is congested by the text. The big advantage used to be the “Novinky” section with very present but currently, the news are outdated. The menu is much better organized than sections on the analyzed company’s web - it is very clear, furcate if necessary. Subpages contain relevant descriptions so as the whole

website. The only really missing aspect is a welcome text presenting the company and acquainting the visitors with its aims, benefits or history (Z DĚDINY Regionální farmářské potraviny Zlín 2016).

The design of the company Sklizeno is very modern, interactive and linking to the subject of the business, the company logo exceeds. The welcome page contains photographs of a high quality from shops Sklizeno which attract attention at the first sight. In the lower part of the welcome page, there are three columns describing benefits of the company and their pro-customer policy. The web is a good source of information about products, suppliers and current news about the company so it is possible to say it works as a preeminent online presentation (Sklizeno 2016).

11 THE DRAFT OF THE IMPROVEMENTS OF THE COMPANY VIRTUAL COMMUNICATION

The main aim of the draft of the improvements of the company virtual communication is to offer to the company a complex virtual communication plan which could support the effectiveness of the current online marketing communication so as to offer improvements of the present communication channels.

11.1 Facebook

As it was said before, the company communicates via their Facebook profile which is currently the only social media they use. The Facebook communication should have a friendly tone, posts should be current and hold informative and entertaining functions, can support the website traffic and inspire fans to comment the company activities. The first thing that should be changed on the company Facebook profile is the cover and profile pictures because of their visibility and compatibility with the profile design. One of the possibilities and probably, the most effective one, could be to follow the website design. So the cover picture could have a green background and white or brown font colors. The slogan should be moved higher not to be hidden by the cover picture. Then the profile picture could stay unchanged.

The company should continue in the replying activities to fans in posts written by them so as in comments under posts. This responsivity should be applied in reviews as well, at least to thank for these messages, express that the company is grateful for the visit and buying and react on recommendations or rebukes. These responses can signify the company's interests in the customers' opinions.

11.1.1 The Facebook Posts

Firstly, the company should reduce the number of posts. Based on the competition and the interaction on its profile, the optimal amount could be 2 - 3 posts per a week posted according to the topic and the audience. So if there is a post about children snacks, this post might be mostly interesting for women between 20 and 35 years who are on their maternity leave. These women usually have some free time during mornings and after the lunch time when their babies can sleep. Based on these facts, the most suitable time for posting could be about 10 a.m. Posts targeting on active people, who study or work and are interested in food of a high quality, could be published about 7 a.m. before these people leave their

homes, during the lunch time when they usually spend their lunch pauses or in the evening between 5 and 8 p.m. when these people probably relax and spend their time on Facebook. Another relevant group could be represented by elderly people who could have grandchildren and like pampering them and used to eat home-made meals. These people usually get up very early and go to bed quite late. According to this, the posts for them could be published about 6 a.m. or in the evening between 7 and 10 p.m. Because the company did not allow the access to the Facebook profile administration, this is a hypothesis only and the company should follow real data from the administration where it is possible to find detailed information about days when the fans are online most often and there are data about preferences of every group according to their age, gender and location.

The reduced amount of posts and personalized time of posting could enable the delivering of message to the target audience and facilitate fans to react on these posts without the danger of the content congestion. The company can take advantage to promote their posts. The cheapest way how to promote the Facebook content could be the promoting of the most successful posts based on their reach, engagement and interaction. The company can target the promotion on people similar to those who reacted on the concrete posts or it is possible to create fictional personas who should be the best recipients of this content.

The text elaboration should be as brief as possible because the online age is very fast and people usually don't have time and taste to read long posts. The most effective length in this case could be 2 or 3 lines on average. The usage of capitals can attract readers too but it should be used very sparingly because capitals usually mean shouting and do not look natural in the text. The page shares photo content every day so the description of the photos previews could be: "Právě nám dorazilo čestvé zboží, mimo jiné také KRŮTÍ od PANÍ TYLOVÉ ZE ZÁDVEŘIC." In the context of capitals, it is not necessary to use exclamation marks which could act too dramatic and the present online marketing trend leaves the usage of exclamation marks at all. Another aspect that should be added is the call-to-action element. It don't have to be written in every post but it should be added as much as possible because it supports the fans tendency to be active and to react through comments or the Like button. The call2action element can be expressed via some appeals towards fans as the sharing of photos of products or meals where the products were used. Another way is to ask for the opinion expressions either through comments or the Like

bottom reactions. They can express their feelings about products, shop services, give some recommendation or tips on new suppliers etc.

The company should enlarge the range of posts topics. Currently, there are only informative posts about just delivered goods but there are much more possibilities. Firstly, the company does not promote their website so there could be time to time posts which could link on the website. For example the website can be presented as a source of useful information about goods delivering or about suppliers. Secondly, the profile could link to some recipes and add some information which raw materials from the company's range could be suited for the concrete meal. Third possible theme could refer to some food tests or scientific articles connected with food, possibly to some interesting facts about food, various kinds of diets, food blogs or videos etc. Fourthly, the Facebook profile could present the suppliers in the way of photographs and short descriptions about their products and why these products are special. The fifth range of topics could deal with special days and events as the St. Valentine's Day, the April Fool Day or the International Women's Day. These posts could give to fans an opportunity to share their own experience or inspire them, this means that this kind of content can provoke discussions and support the traffic on the Facebook profile.

11.2 The Draft of Content Improvements for the website

The first improvement should be set in the design. The background should be very simple and bright to support the visibility of the text and its clear readability. The background could be white, ocher or another bright natural shade which would be associated with healthy lifestyle and the high-quality food or farming. Then the company logo should get bigger to be more visible and significant. Its color should be undoubtedly darker than the background to be able to dominate the website and therefore to engage the visitors' attention.

Under the company logo, there could be the main menu in the horizontal line. The menu should get more simple and unequivocal. The labels could be ordered in this succession and designated as: "O nás", "Novinky", "Naše produkty" or "O produktech", "Partneři", "Kontakty" and "Blog" which is planned to be runned. The category "O nás" could be branched into "O firmě" (the category about the main aim of the business, why this business is different, about its competitive advantages), "Historie" (who set up the company, why, when) and "Kontakty" although this category could have its own label in

the main menu because of the intuitiveness of the website but these two links could have the same URL address. “Novinky” should be a category with current information. Firstly, the topicality could support people to visit the page regularly and secondly, the topicality is one of the SEO supportive elements. “Naše produkty” could work as a parent label for the current side menu which could be branched into the side menu categories (The side menu would be deleted.). Every of these categories should be completed. It means there should be written at least something more concrete about the offered products and which business partner is its supplier, why these products were chosen to sell in the shop etc. “Partneři” could stay to be a list of business partners but it could be better to add their logos and a brief paragraph about each of them to make it more interesting and beneficial for the page visitors. The label “Kontakty” can be a summary of all contact details which are presented on the website presently. The “Blog” label could be only a link to the company blog which will be described later. Under the main menu, there could run a slide show consisting of big photographs closely connected with the company (products, the picture of the shop etc.) and short excerpts from the page which the concrete slide show element would be linking to. Photographs of concrete products and the shop could cause that people would remember it efficiently.

To create as relevant content as possible, the company representatives should think of the SEO analysis and should let a digital agency or a SEO specialist analyze the company website because thanks to this analysis, the website traffic could increase. Another step how to improve the website and personalize it to the target audience could be the Google Analytics account establishment which would enable the company to collect data about visitors and to monitor their behavior on the website.

12 THE COMPANY BLOG ESTABLISHMENT

As it was adumbrated previously, the analyzed company owners decided to establish the company blog. The main aim of this new virtual communication channel is to support the efforts to build a strong customer network and to consolidate the relationships with them, to educate customers and blog consumers so as to aid in the sphere of products selling via future affiliate programs with business partners or through articles about news in the sales range, sharing recipes how to utilize the food from the shop etc.

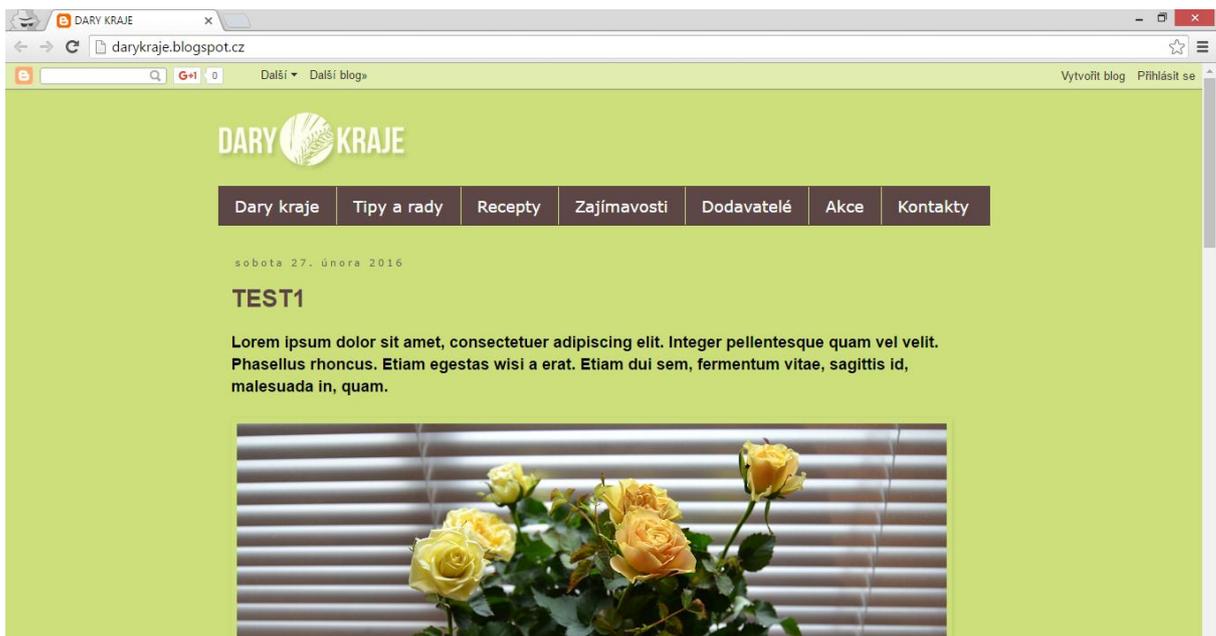
12.1 The Blogging Platform And the Blog Design

The company's requirement was to cut the blog establishing costs as much as possible which avoided the option to operate with paid content management systems or to hire an agency to create the company's own content management system. There were only two other possibilities how to create the blog. Firstly, the blog could be led as a part of the company website, similar to other website labels but this option could be too complicated to administrate and it could require knowledges in the brange of websites creating. Because of these reasons the second alternative should be more advisable. This alternative is represented by the blog establishing through a blogging platform. The chosen platform should enable to place the blog on the company's own domain. This necessity is fulfilled by two globally favorite blogging platforms: Blogger.com from Google and Wordpress.com. Another bonus of these platforms is that their admin interfaces are translated into the Czech language so they are more user friendly for the company blog writer than other international platforms.

The company representatives plan to lead the blog on the domain blog.darykraje.cz as a subpage of the main website and there would be a redirecting label in the main menu. According to this fact, the platform Blogger.com seems to be a better option because it enables to redirect the blog from the domain blogspot.com to the own one without the need to buy the domain address from the Google company while in the case of Wordpress.com bloggers have to buy the domain from the platform operator. This act would increase the blog costs so Blogger.com was found as the more effective choice. Another plus point for the Blogger.com is its unpaid freedom of design settings and widgets adding. Wordpress.com offers only limited number of templates for free which are made in about 3 versions but the user cannot change fonts, its size and layout elements itself unless they pay for it. Talking about the posts writing, both platforms are very similar, practically the same

excepting the layout of text editors. After posts publishing, there is preset the possibility to share the content via social media and e-mail.

Presently, the blog draft is possible to find on the address darykraje.blogspot.cz designed in the official website colors and with a test post which will be deleted and replaced by a relevant post as soon as the official website design is changed. In the same time the blog should get its own URL address. The current blog design is very simple to support the importance of the text as the main element of the blog. On the top on the left side, there is the company logo. The better position would be in the middle but there was the tendency to follow the logo position of the website. Under the logo, there was placed the list of labels and themes of the blog in the white and brown finish to highlight it. Because of the bright green background and clear readability, the text is black while links are of the same color as the menu background. What is missing and should be add is the Facebook widget but this element cannot be add without the access to the company Facebook page administration.



Picture 10: The blog Dary kraje (Blogger.com: Dary kraje 2016)

12.2 The Blog Content And the Target Audience

The intended blog content should be closely connected with the target audience so as its communication tone. The company trades with local food and beverages of a high quality so their target audience consists of people who care about the food quality, support local businesses, like personal approach, prefer healthy lifestyle and often cook at home.

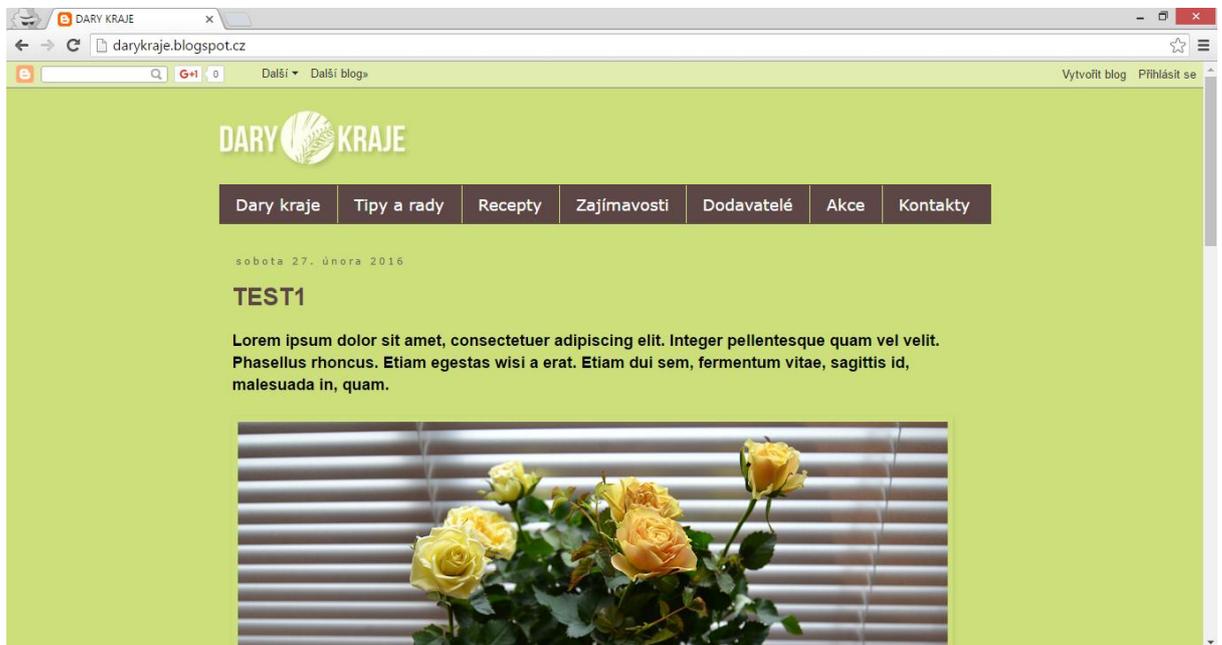
There is an expectation that a part of the target audience have a family and small children. There are no age preferences. Based on this fact, there were selected six themes for the company blog. First of them is called “Dary kraje” which should contain news about the company life and show the business background. There could be some profiles of the company founders in the form of a written text or videos or description of the typical day in the shop. The category “Tipy a rady” are supposed to publish “how to” articles - e.g. how to choose meat of a high quality, how to choose food which is appropriate for babies. This thematic range should help to readers to confess to the topic of healthy diets, to improve their eating habits and to educate them. The third theme labeled as “Recepty” should offer concrete tips how to cook with the company’s products. This category could be a great way how to establish cooperation with customers who could send their own cooking tips and ideas. To motivate customers, the company could offer some sales for those who send their blog contribution. “Zajímavosti” should contain articles about interesting facts about food, herbs or drinks in general. They can deal with historical facts so as with healing effects of some foodstuffs or other curiosities. “Dodavatelé” is a label for articles presenting the suppliers. These articles could approach the cooperating businesses to customers and arouse their interest about offered goods. The last category called “Akce” is determined for the purpose of a virtual diary and for reports from past events organized by the company or where the company was participating. The label “Kontakty” should become a static blog page with contact details only.

12.3 The Blog Posts Structure

The blog posts structure should be static to create a monolithic blog face which looks professional, follows standards for an easy readability and attracts readers. Firstly, the headline should contain at most 7 words, be striking and accurate according to the post content. Other welcomed elements are figures, benefits promises and rhetorical questions, e.g.: “7 bylinkových čajů, které vás postaví na nohy”, “3 znaky nekvalitního masa”, “5 potravin pro urychlení vašeho metabolismu”. These aspects often increase the readers’ tendency to read the whole article. Every blog post should be labeled at least by one label because of the transparency and the traceability in the future.

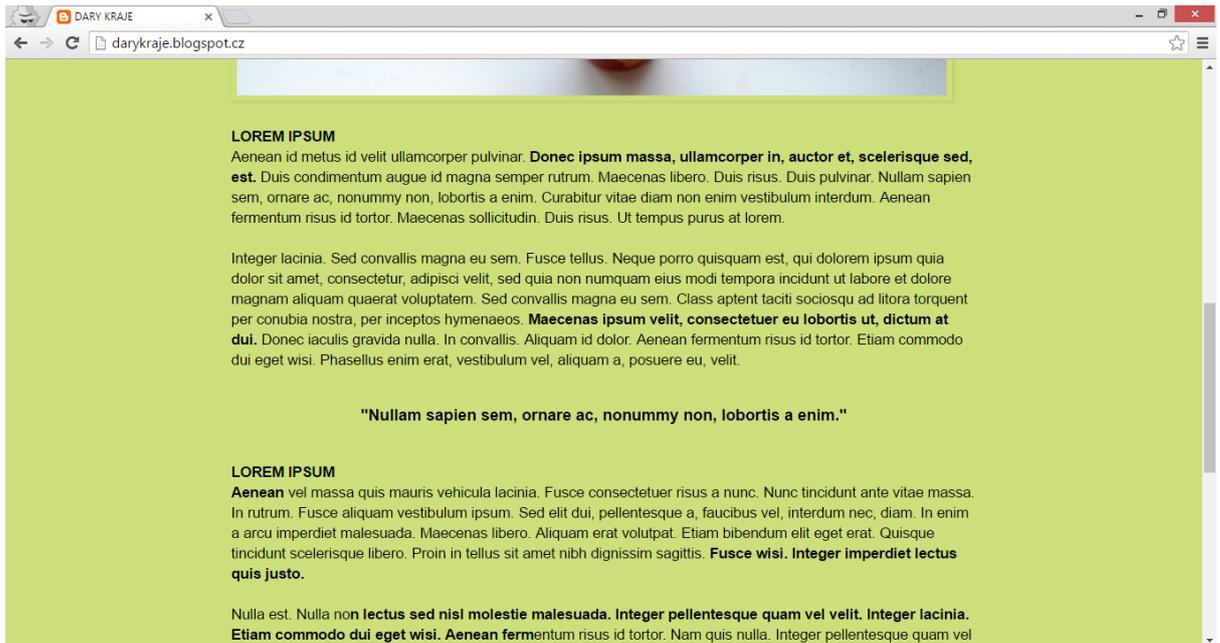
There should be a short highlighted paragraph which should summarize the content of an article. This text can work as a templation and can evolve the main idea of the headline. It should contain only about from 3 to 5 sentences. There should be a picture in every post

because photographs attract more than the headline very often. Another advantage of photographs is that they help to readers to imagine the discussed theme better. These pictures should be taken by the blog authors because it looks more authentic and original than photographs from photo stocks.



Picture 11: The blog Dary kraje (Blogger.com: Dary kraje 2016)

The rest of the text can be plain with the usage of the alignment to the side. Paragraphs should be about 4 lines long, longer paragraphs usually look tedious. To make longer paragraph more appealing, it is possible to highlight the most important parts via bold texts, citations or subtitles. The text should contain keywords according to the SEO analysis of the website as well.



Picture 12: The blog Dary kraje (Blogger.com: Dary kraje 2016)

12.4 Blog Metrics

The company representatives decided to create the blog mainly because of their customers so the monitored metrics should be connected with the blog visitors, it means the number of visitors per a day, where they come from, which categories they read most often, which articles are favorite, which themes provoke the interaction and other blog performance data. But it is good to know details (age, gender, location, preferences...) about visitors themselves to adjust themes, the communication tone, photographs and other multimedia etc. To be able to collect all these data, the easiest way is to monitor the blog via the Google Analytics account. It is possible to use the Blogger.com statistics or its external Czech equivalent Toplist.cz but these tools are able to find data only about the activities connected with the blog and the country of concrete accesses to the page, not about concrete people as individuals. In addition, Google Analytics works very well with Blogger.com because both of these services were created by the Google company.

CONCLUSION

This bachelor thesis focused on the virtual communication of the selected company operating in the food industry and which is based in Zlín. The virtual communication happening through two virtual communication channels (website and Facebook profile) was analyzed from the content point of view. The website analysis touched the design, checked the informative function, the intuitivity, the topicality or appropriateness of labels. This analysis showed that the website does not contain important data about products and the company itself. On the other hand, the Facebook profile shares too many posts (about 1, 12 post per a day), the posts descriptions do not contain call-2-action elements and are too monotonous. Based on these information there was created a draft of improvements for the company virtual communication. The second part of the practical part deals with the blog establishment. There were set the key themes, the target audience, described reasons for the chosen blogging platform, measured metrics and the blog posts structure.

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APPENDICES

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**APPENDIX P I: THE CORPORATE BLOGGING GUIDE
(PRESENTATION)**

FIREMNÍ BLOGOVÁNÍ

Adéla Jursíková



OBSAH PREZENTACE

- Než začnete blogovat
- Jak psát blogposty
- Metriky
- Propagace

NEŽ ZAČNETE BLOGOVAT

● Proč? Jaký je účel blogu?

- Upevnit B2C vztahy
- Vzdělávat v oblasti kvalitních potravin
- Informovat
- Propagovat společnost a produkty

● Kdo je čtenář?

- Lidé s aktivním životním stylem
- Lidé se zájmem o kvalitu a původ potravin
- Rodiče malých dětí

● Tón komunikace?

- Přátelský, věcný, jednoduchý, vstřícný

NEŽ ZAČNETE BLOGOVAT

● Témata?

- **Dary kraje**
 - Informace ze zákulisí společnosti, novinky, pozvánky na eventy
- **Tipy a rady**
 - „How to“ články, na co si dávat pozor při výběru potravin atp.
- **Recepty**
 - Recepty a tipy, jak zpracovat produkty zakoupeny v obchodě Dary kraje
- **Zajímavosti**
 - Zajímavosti o potravinách, bylinkách a nápojích
- **Dodavatelé**
 - Představení dodavatelů
- **Akce**
 - Reportáže z akcí pořádaných společností, nebo jichž se společnost účastnila
- **Kontakty**

NEŽ ZAČNETE BLOGOVAT

● Forma obsahu?

- Články
- Video – „Jeden den v Darech kraje“, „Z farmy na váš stůl“
- Fotografie

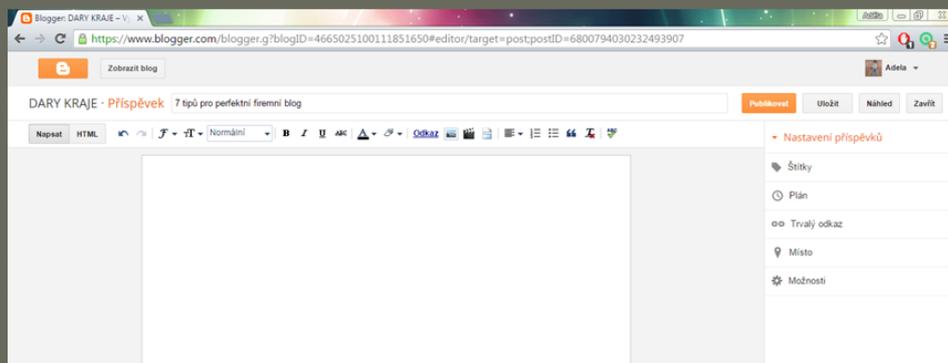
● Jak často?

- Pravidelnost
- „Tak často, jak je relevantní“
 - 2 až 4 články měsíčně + aktuality/reporty z akcí

JAK PSÁT BLOGPOSTY

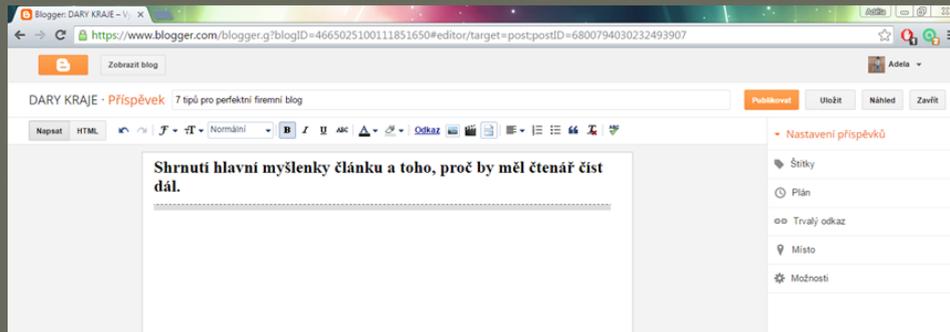
● Struktura příspěvku

- Poutavý titulek : **7 tipů** pro **perfektní** firemní blog (max. 7 slov)



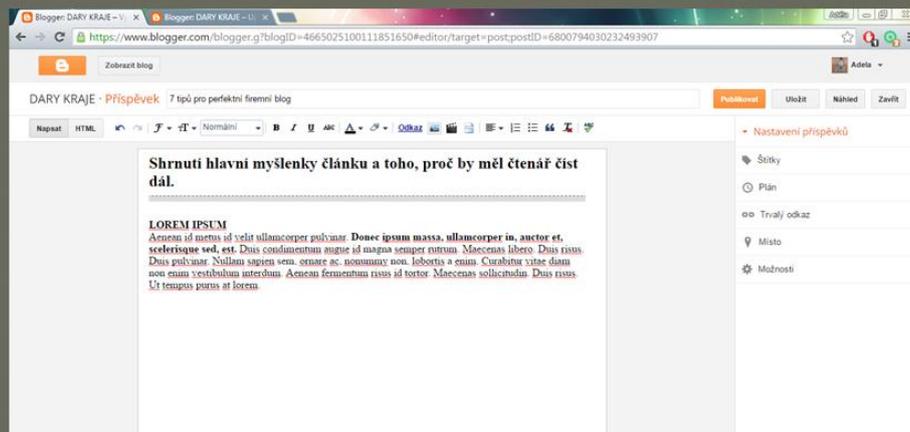
JAK PSÁT BLOGPOSTY

- Perex
- Fotografie nad perex → viditelnost na hlavní straně



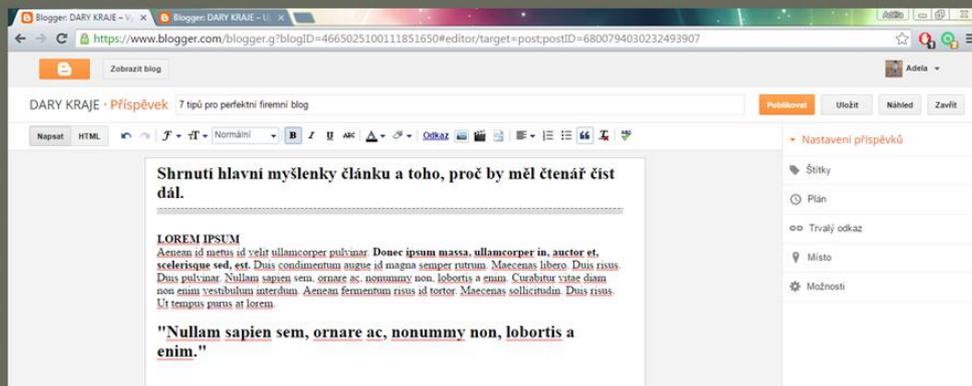
JAK PSÁT BLOGPOSTY

- Podnadpisy a zvýraznění klíčových informací



JAK PSÁT BLOGPOSTY

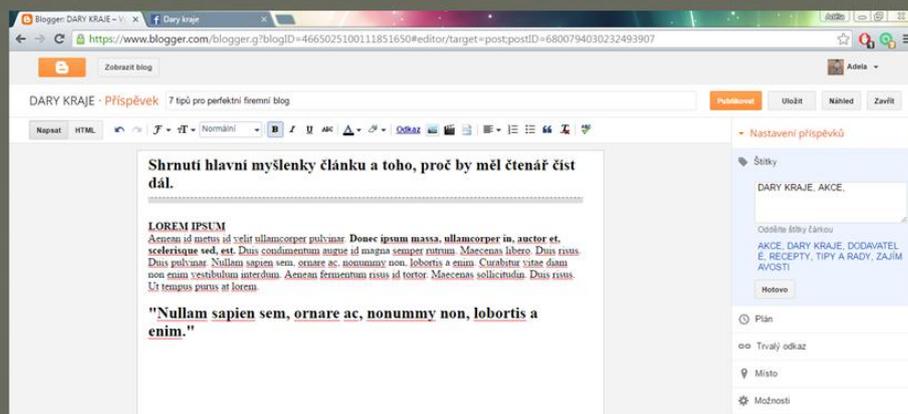
- Délka odstavce: cca 4 řádky
- Citace



The screenshot shows the Blogger editor interface. The main content area contains a summary: "Shrnutí hlavní myšlenky článku a toho, proč by měl čtenář číst dál." followed by a section titled "LOREM IPSUM" with several lines of placeholder text. Below this is a quote: "Nullam sapien sem, ornare ac, nonummy non, lobortis a enim.". The right sidebar shows the "Nastavení příspěvků" (Post Settings) menu with options like "Štítky" (Tags), "Plán" (Schedule), "Trvalý odkaz" (Permanent link), "Místo" (Location), and "Možnosti" (Options).

JAK PSÁT BLOGPOSTY

- Štítky



This screenshot is similar to the one above, but the "Štítky" (Tags) field in the right sidebar is now filled with the text "DARY KRAJE, AKCE,". Below the tag field, there is a section for "Ověřte štítky článku" (Verify article tags) with the text "AKCE, DARY KRAJE, DODAVATEL, E, RECEPTY, TIPY A RADY, ZAJÍM AVOSTI" and a "Hotovo" (Done) button. The rest of the editor content remains the same as in the previous image.

METRIKY

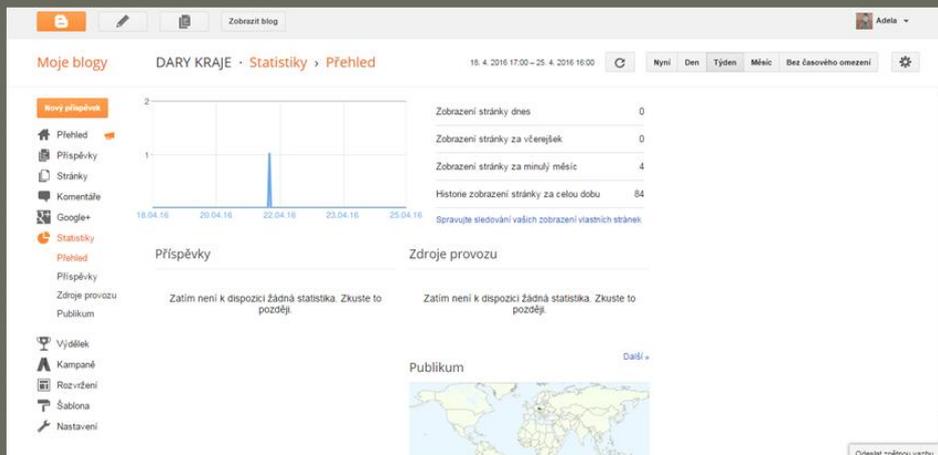
Co sledovat

- Návštěvnost za den
- Nejnavštěvovanější články a témata
- Nejdiskutovanější články a témata
- Zdroje provozu (Facebook, webové stránky...)
- Informace o návštěvnicích – věk, pohlaví, lokace, preference...

Kde metriky najít

- Blogger → Statistiky
- Toplist.cz, Google Analytics

METRIKY



PROPAGACE

- Facebook

- Profil společnosti
- Skupiny na Facebooku

- Fóra

- Odkazy na články v diskuzích

