

PUBLIC PROMTPRESS REPORT

Channel audit

B1 Belarus | Налогов. Law



@b1_belarus_tax

TG channel of B1 Belarus tax, legal & business support dept: latest news, event announcements, analytics, research & expertise. Rubrics...

SUBSCRIBERS

2 673

-14 per month

ERR (% SEE POSTS)

27.0%

per day 12.8%

REACH/POST

729

ad reach 343/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 2 673 —	 SUBS REACH 27.26% avg % subs see post	 VIEWS/POST 729 median 748 · 29 days	 POSTS/WEEK 7.2 over period
 7D TREND -12.5% vs previous week	 REACTIONS/POST 3.0 only 90 reactions, 113 reposts, 0 comments	 POST LENGTH 652 chars median 736 · 29 days	 POSTS ANALYZED 30 29 days
 AD REACH 343 24h avg	 CHURN / MONTH -14 last month	 CITATION RATE 5 citation index · 23 channels mentioned ever	 CHANNEL AGE 3 years 7 months created 14.10.2022

AI EDITOR SUMMARY

Channel «B1 Belarus | Taxes. Law» — 2 673 subs. Each post avg views 729 people (27% of subs), good reach. Publishes 7 posts/week (~1/day) — regular. Week 25–31 May reach dropped -12.5% to week 18–24 May — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **30** posts in 29 days.
- 02 Dominant format – **Photo** (14/30 posts).
- 03 Avg post length – **652** chars (median 736).
- 04 Peak audience activity – **Monday**, 13:00 MSK.
- 05 Top posts get **2x** more views than weakest (top avg 1K vs worst 532) – among 30 posts in 29 days. Worth analyzing top commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 15.05 · 06:03 TEXT ☒Correct answer: No, because the transaction amount for strategic goods does not exceed 2,000,000 BYN. Foreign trade...	VIEWS 1 140 REP. 2	REACTIONS 1 ER 42.6%
Nº2 22.05 · 07:25 TEXT ☒Correct answer From Q2 2026, the declaration is due by May 20, 2026. Per clause 2.3 of the Presidential Decree...	VIEWS 963 REP. 2	REACTIONS — ER 36.0%
Nº3 01.06 · 10:20 PHOTO ☒From June 1, 2026, Russia launches the SPOT system – a mechanism for preliminary confirmation of goods supplies from EAEU countries...	VIEWS 913 REP. 20	REACTIONS 6 ER 34.2%

Nº4 22.05 · 07:25 POLL (no caption – poll)	VIEWS 886 REP. 1	REACTIONS — ER 33.1%
Nº5 18.05 · 08:33 VIDEO Dear colleagues, we invite you to a webinar on applying the beneficial owner concept for cross-border payments and...	VIEWS 873 REP. 10	REACTIONS 5 ER 32.7%

|

WORST 3

↓ 03.06 · 07:51 PHOTO ☒Today, June 3, 2026, we are participating in the International E-commerce and Retail Forum as part of Retail Days in Minsk...	VIEWS 546 REP. 5	REACTIONS 3 ER 20.4%
↓ 08.06 · 06:04 PHOTO ☒In cross-border business, using foreign companies within a group has long been common practice. Such structures can perform...	VIEWS 527 REP. 8	REACTIONS 5 ER 19.7%
↓ 03.06 · 07:28 VIDEO (no caption – video)	VIEWS 523 REP. 3	REACTIONS — ER 19.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.

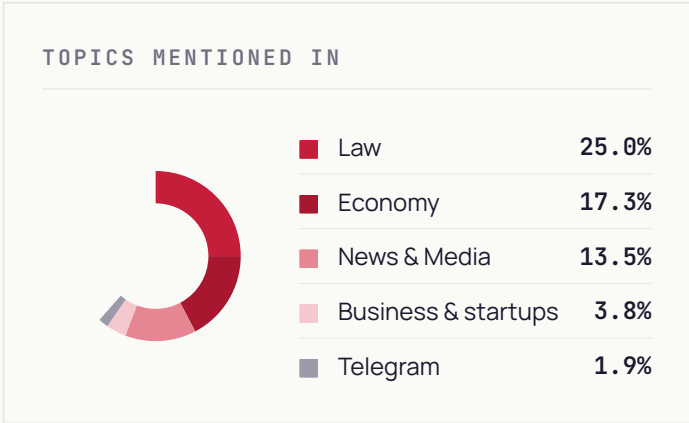
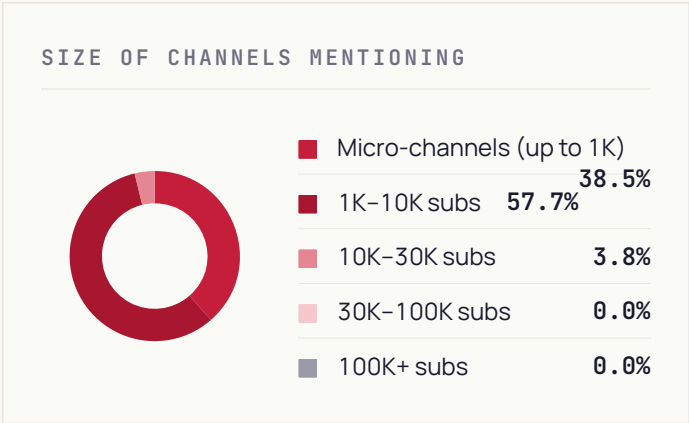
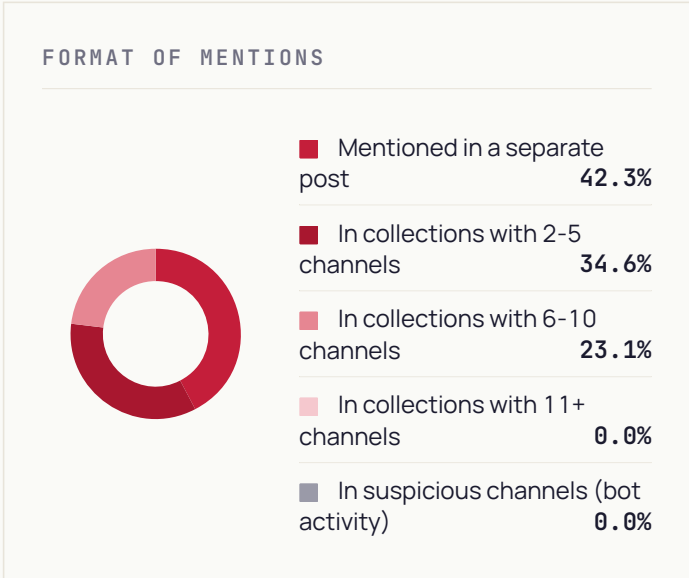
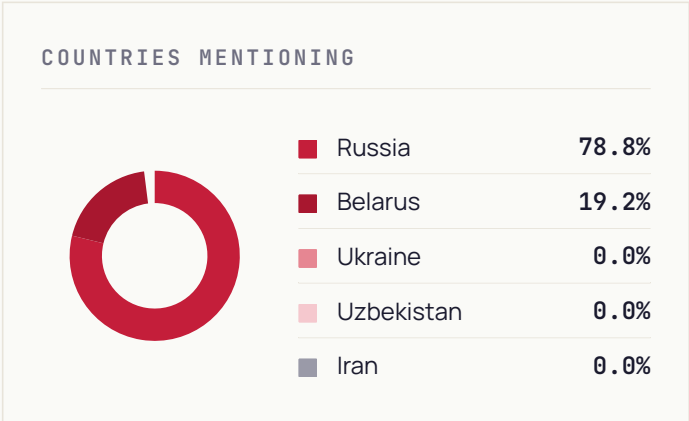


START DATE	NOW	NET GROWTH
2 482	2 673	+191

SECTION 04 · MENTIONS

Who & how mentions the channel

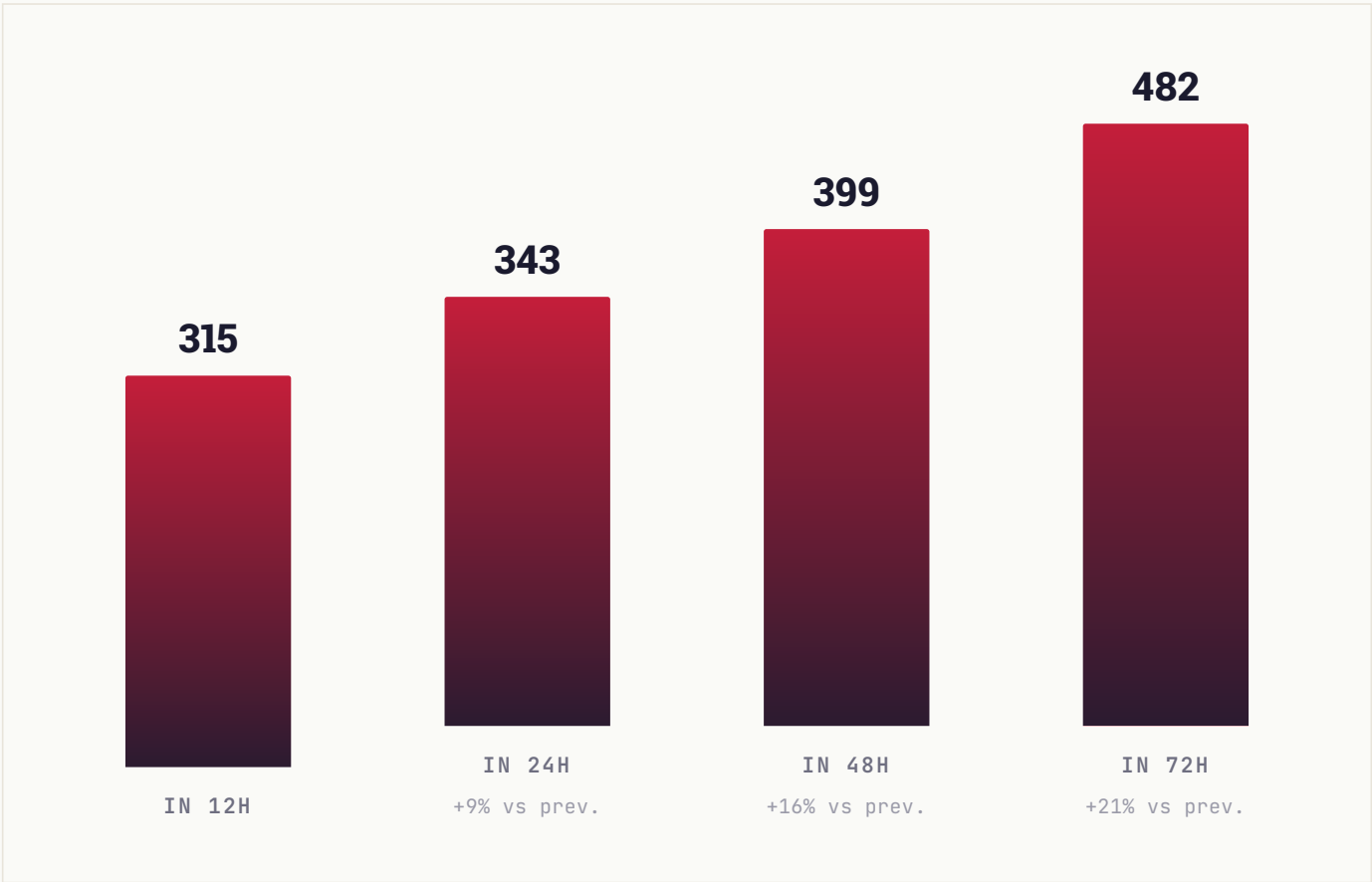
Citation index 5 – channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **23** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see your niche rank.

CHANNEL	SUBSCRIBERS
A(Alfa-Bank (Belarus)	79.3K
SB Sber Bank (Belarus)	39.2K
BK Belarusbank: channel	35.9K
MY Myfin.by	27.3K
MO MAR	22.2K
PR Priorbank	18.2K
BA BANKI24.BY	17.7K
MR MNB of Belarus	15.1K
UO Operational Management Department of the Minsk Tax Inspectorate	14.6K
BE Belagroprombank	11.1K
BB BI Belarus Налогн. Law YOU	2.7K

COMPARATIVE CONCLUSION

Channel in top half of niche (#29 of 67). Niche leader — Alfa-Bank (Belarus) (79.3K), median subs 1.7K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **5**, they brought **231** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	1	1	98	
Nov 2025	2	2	47	
Oct 2025	1	1	21	
September 2025	0	0	17	
August 2025	1	1	21	
July 2025	0	0	27	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
5	6	231

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-67 channels in category «**Economy**» (Belarus) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#29

/67

POSITION IN NICHE

Channel in the top half of the ranking

SUBSCRIBERS

better than 52% of niche

median 1.7K



8

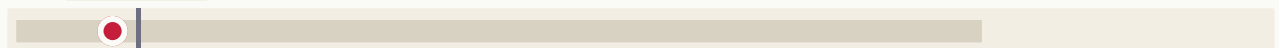
2 673 — your channel

21K

AVG REACH / POST

worse than median by 19%

median 896



7

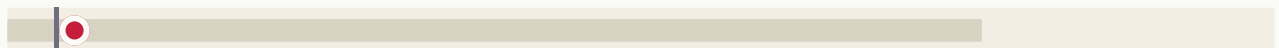
729 — your channel

8.7K

CITATION INDEX

better than 50% of niche

median 3



0

5 — your channel

94

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit this report in a month.

01**Main post of the week — on Monday**

Audience is most active on this day at 1:00 PM MSK.

EFFECT

**Best window
for an
important post****02****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs****03****Test polls & interactive formats**

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Cross-post with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience****05****Update channel description for Telegram search**

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager