

PUBLIC REPORT BY PROMTPRESS

Channel audit

Go to BK: Burger King Belarus channel



@burgerkingbelarus

Official channel of Burger King Belarus. Company news, novelties, memes, special promo codes. Better subscribe 🔥

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
10 827	39.0%	4.9K
+108 per month 10.07.2026	daily 17.3%	ad reach 1.9K/24h

HTTPS://PROMTPRESS.COM/AUDIT/BURGERKINGBELARUS

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 10 827 —	SUBSCRIBER REACH 45.44% avg % subs see post	VIEWS/POST 4.9K median 3.4K · 22 days	POSTS/WEEK 1.5 for period
7D TREND — no data for period	REACTIONS/POST 346.2 1,731 reactions, 197 reposts, 0 comments	POST LENGTH 304 chars median 175 · 22 days	POSTS ANALYZED 5 22 days
AD REACH 1.9K 24h avg	CHURN / MONTH +108 last month	CITATION RATE 13 citation index · 32 channels mentioned ever	CHANNEL AGE 4 years 3 months created 14.03.2022

AI EDITOR SUMMARY

Channel «Go to BK: Burger King Belarus» — 10 827 subs. Each post averages 4.9K people (45% from subs), wide reach for a channel this size. Publishes 2 posts per week (~0/day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 5 posts over 22 days.
- 02 Dominant format — Text (3/5 posts).
- 03 Avg post length — 304 chars (median 175).
- 04 Peak audience activity — Tue, 13:00 MSK.
- 05 Top posts get 2x more views than the weakest (6.4K avg for top vs 3K for worst) — among 5 posts over 22 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 10:41 TEXT
#spoiler Love is... checking BK TOMORROW Hit ❤️ if you got the hint

VIEWS	REACTIONS
8 064	190
REPOSTS	ER
38	74.5%

Nº2 16.06 · 12:25 TEXT
#spoiler for all cheese lovers! Tomorrow BK drops new 4-cheese line Drop 🔥 if ready to try and ❤️ if you think that...

VIEWS	REACTIONS
7 638	103
REPOSTS	ER
21	70.5%

Nº3 07.07 · 12:50 PHOTO
New #giveaway 🎁 We're giving away 20BYN at Burger King! ...

VIEWS	REACTIONS
3 416	1 011
REPOSTS	ER
59	31.6%

Nº4 08.07 · 08:32 PHOTO React with your favorite BK meal, then open the photo to find out who your ally from House of the Dragon is 😊❤️ Whopper 🍟 King Fries 🎉...	VIEWS 3 029 REPOSTS 6	REACTIONS 254 ER 28.0%
Nº5 09.07 · 07:04 TEXT Our favorite BK has a birthday! We turned 11 🎂 Come celebrate! Use promo code ДР11 French Chicken Burger for 5 cents...	VIEWS 2 452 REPOSTS 73	REACTIONS 173 ER 22.6%

|

WORST 3

↓ 07.07 · 12:50 PHOTO New #giveaway 🎂 We're giving away 20BYN at Burger King! ...	VIEWS 3 416 REPOSTS 59	REACTIONS 1 011 ER 31.6%
↓ 08.07 · 08:32 PHOTO React with your favorite BK meal, then open the photo to find out who your ally from House of the Dragon is 😊❤️ Whopper 🍟 King Fries 🎉...	VIEWS 3 029 REPOSTS 6	REACTIONS 254 ER 28.0%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

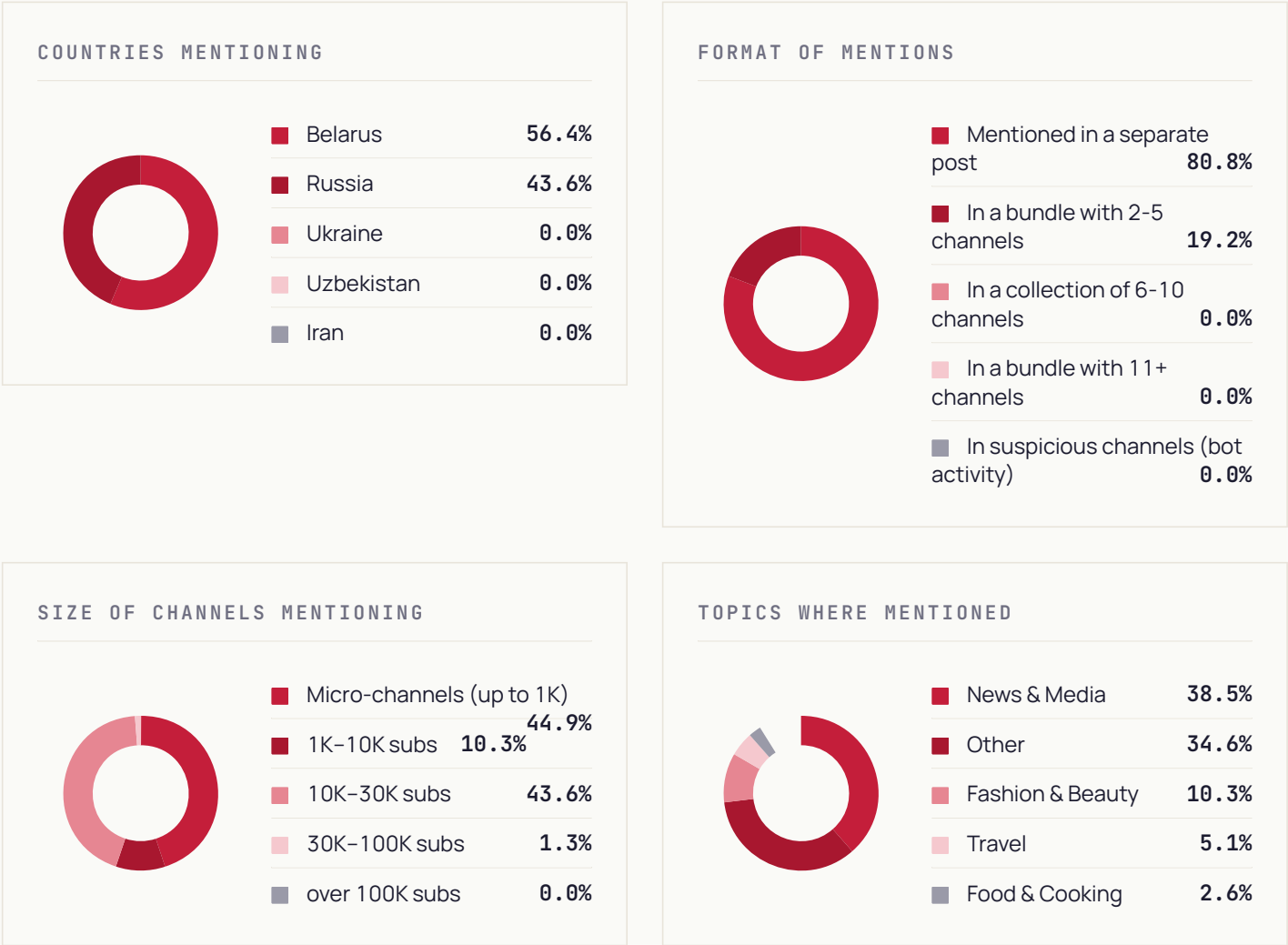
Subscriber growth chart over the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subscribers.



SECTION 04 · MENTIONS

Who mentions the channel and how

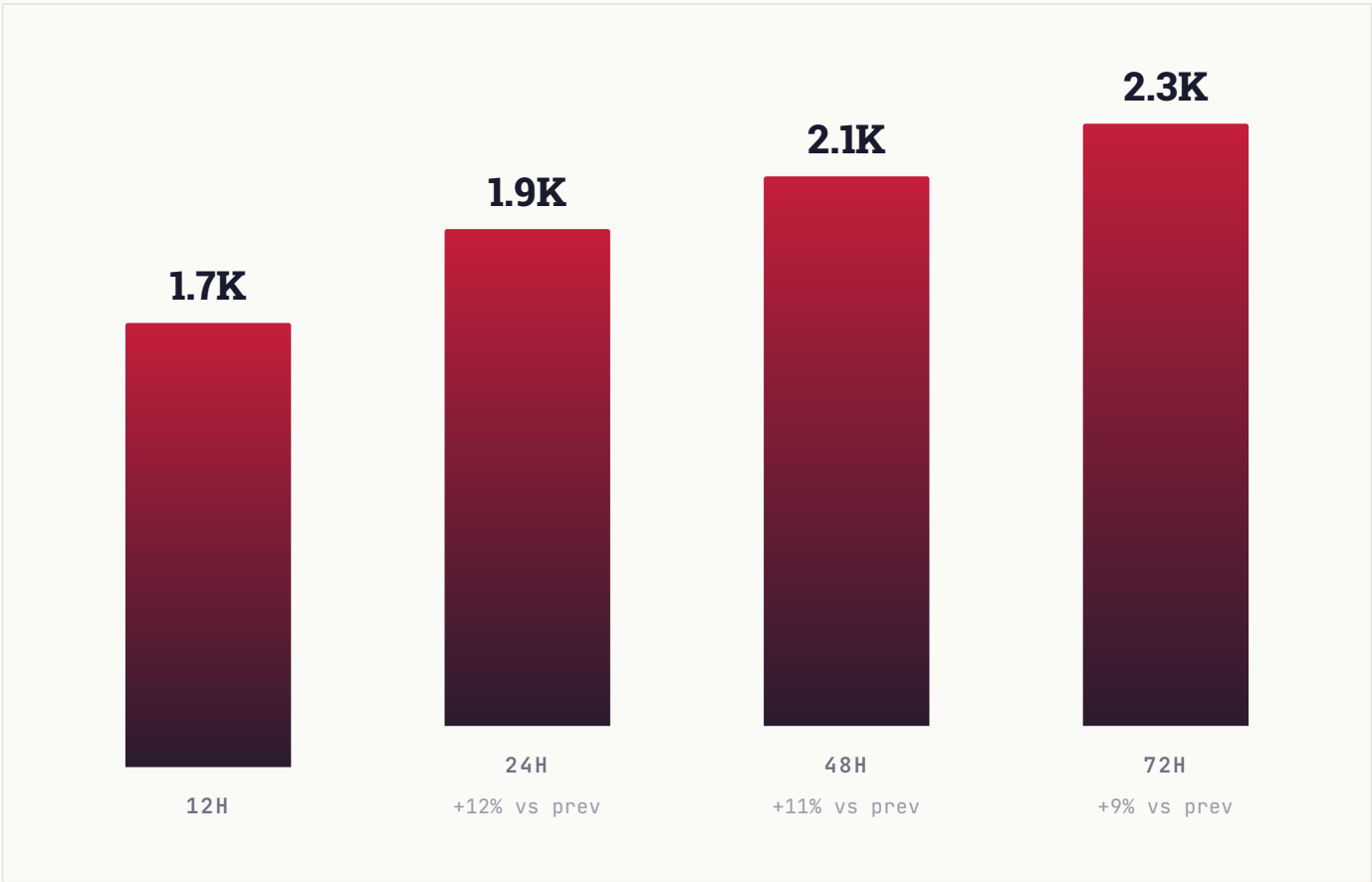
Citation index **13** – channel popularity rating based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from a 1K one. All-time mentions: **32** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
K COUPONS 🍔 PROMOS in Belarus	29.8K
G Groszyk Promos Finds Gifts	25.2K
S- Neighbors – store chain	17.1K
SM Santa store chain	14.9K
O- OBZOR.BY – FOOD, CITY, SHOPPING	13.4K
M mrgrittaa recipes 🍳	13.3K
V VARKA coffee chain in Belarus	12.5K
GV Go to BK: Burger King Belarus channel YOU	10.8K
Ch Chico Minsk	7K
VI VINO&VINO	6.8K
CB COFIX Belarus	6.4K

COMPARATIVE CONCLUSION

Channel in top-10 niche (#8 of 50). Strong position. Niche leader — COUPONS | 🍔 | PROMOS in Belarus (29.8K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **0**, they brought **890** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	111	
December 2025	0	0	230	
Nov 2025	0	0	233	
Oct 2025	0	0	188	
September 2025	0	0	40	
August 2025	0	0	88	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
0	6	890

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-50 channels in category «Food & Cooking» (Belarus) and compared your channel. Gray band = range of 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#8 /50

POSITION IN NICHE

Channel in top 16% – strong position

SUBSCRIBERS

better than 81% of niche

median 1.1K

9

10 827 – your channel

17.3K

AVG REACH / POST

better than 90% of niche

median 478

3

4 920 – your channel

5.5K

CITATION INDEX

better than 90% of niche

median 1

0

13 – your channel

15

— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check them off and revisit next month.

01

Increase posting frequency

Now 1.5 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Tuesday

Audience is most active on this day at 13:00 MSK.

EFFECT

**Best window
for important
posts**

03

Increase video posts share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

04

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

05

Test polls & interactive formats

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by PromptPress?

This audit — what we can do in minutes using public data. Want more? Run ads through us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager