

PROMTPRESS PUBLIC REPORT

Channel audit

Бизнес Belarus



@business_minska

All about business in the Republic of Belarus For all questions
@vadermsk

SUBSCRIBERS

1 660

-9 per month

ERR (% SEE POSTS)

20.0%

per day 6.0%

REACH/POST

320

ad reach 100/24h

— CONTENTS · 2026

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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 1 660 —	 SUBSCRIBER REACH 19.28% avg % subs see post	 VIEWS/POST 320 median 331 · 14 days	 POSTS/WEEK 1.9 for the period
 7D TREND — no data for period	 REACTIONS/POST 0.2 just 1 reaction, 7 reposts, 0 comments	 POST LENGTH 545 chars median 456 · 14 days	 POSTS ANALYZED 4 14 days
 AD REACH 100 24h avg	 CHURN / MONTH -9 last month	 QUOTABILITY 2 citation index · 11 channels mentioned all time	 CHANNEL AGE 6 years 1 month created 25.04.2020

AI EDITOR SUMMARY

Channel «Business Belarus» — 1 660 subs. Each post avg views 320 people (19% of subs), avg reach — room to grow. Publishes 2 posts per week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 4 posts in 14 days.
- 02 Dominant format — Photo (4/4 posts).
- 03 Avg post length — 545 chars (median 456).
- 04 Peak audience activity — Thursday, 16:00 MSK.
- 05 Top posts get ×1 more views than the weakest (355 avg top vs 291 worst) — among 4 posts in 14 days. Worth analyzing what top posts share: topic, format, timing.

TOP 4 POSTS

Nº1 14.05 · 13:21 PHOTO Most businesses start thinking about loyalty only after revenue drops... But by then thousands of guests have left and never returned 🙄...	VIEWS 405 REP. —	REACTIONS — ER 24.4%
Nº2 25.05 · 19:09 PHOTO Environmentalists warn: AI development is increasingly straining nature🌍 Data centers powering neural networks consume huge amounts...	VIEWS 336 REP. 1	REACTIONS — ER 20.2%
Nº3 21.05 · 13:41 PHOTO LG TVs now show ads over content — an LG OLED owner for \$1400 snapped a PS5 startup with a banner popping up...	VIEWS 326 REP. 1	REACTIONS 1 ER 19.6%

Nº4 29.05 · 06:39 PHOTO 🇺🇸🇺🇸 US Treasury pushes idea of a \$250 bill featuring Donald Trump — The Washington Post. If successful, Trump...	VIEWS	REACTIONS
	213	—
	REP. 5	ER 12.8%

|

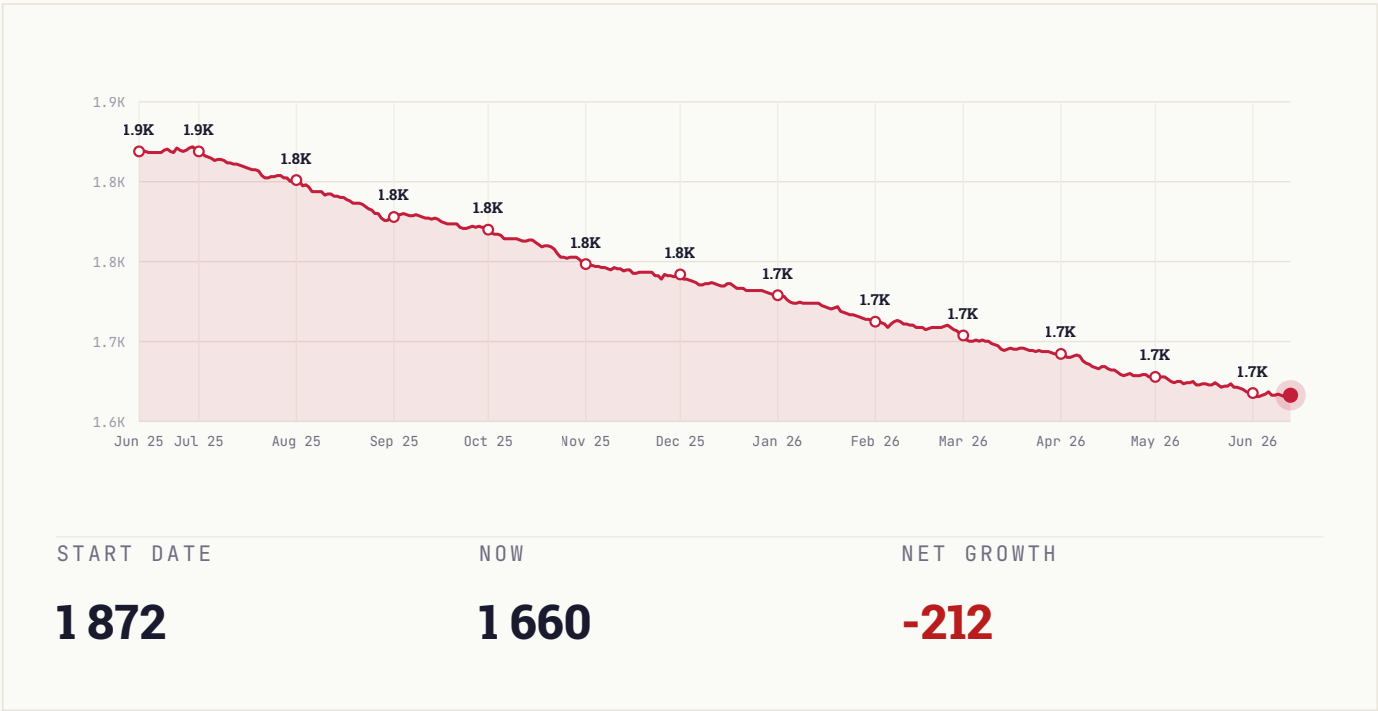
WORST 3

↓ 25.05 · 19:09 PHOTO Environmentalists warn: AI development is increasingly straining nature🌐 Data centers powering neural networks consume huge amounts...	VIEWS	REACTIONS
	336	—
	REP. 1	ER 20.2%
↓ 21.05 · 13:41 PHOTO LG TVs now show ads over content — an LG OLED owner for \$1400 snapped a PS5 startup with a banner popping up...	VIEWS	REACTIONS
	326	1
	REP. 1	ER 19.6%
↓ 29.05 · 06:39 PHOTO 🇺🇸🇺🇸 US Treasury pushes idea of a \$250 bill featuring Donald Trump — The Washington Post. If successful, Trump...	VIEWS	REACTIONS
	213	—
	REP. 5	ER 12.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

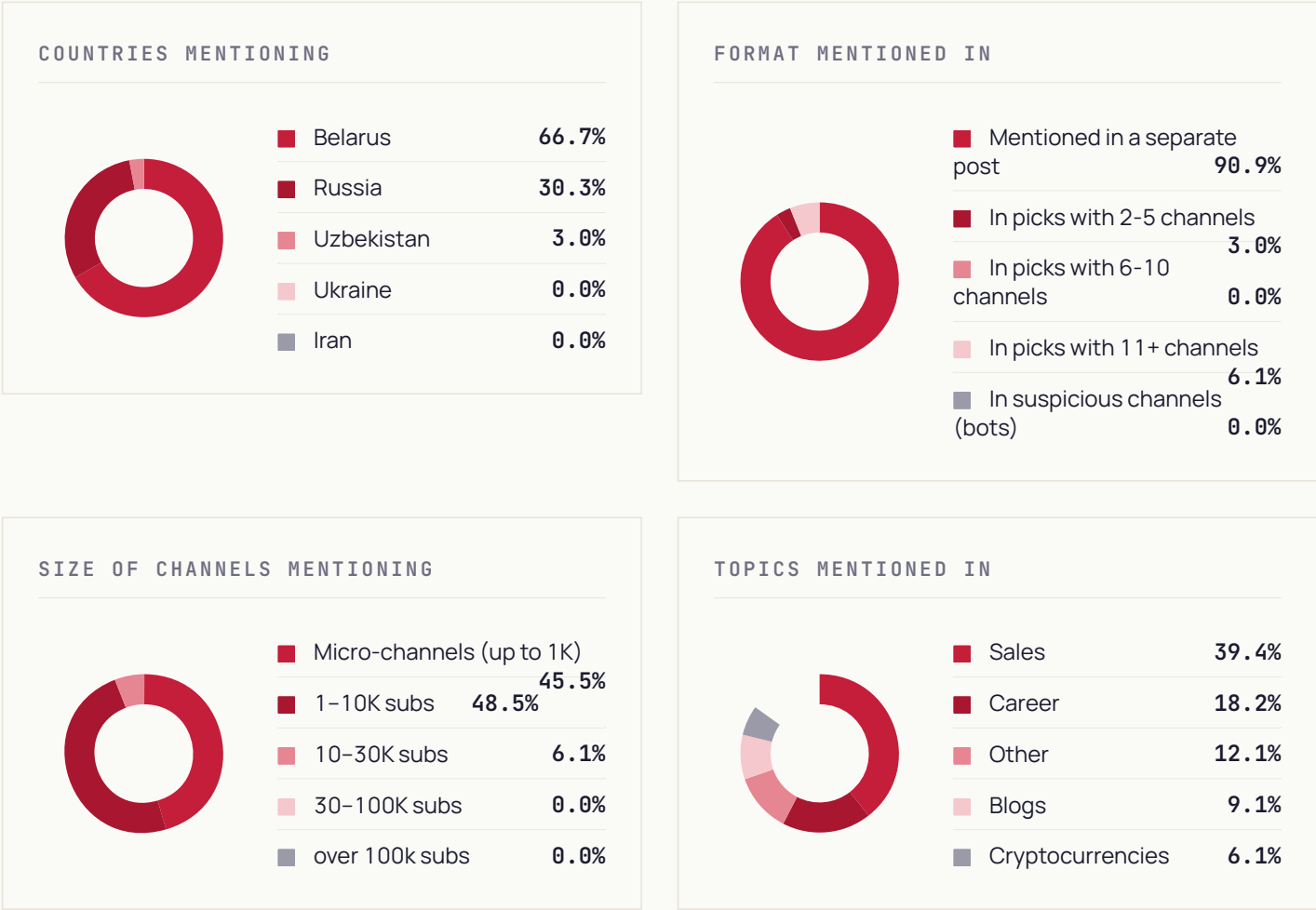
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

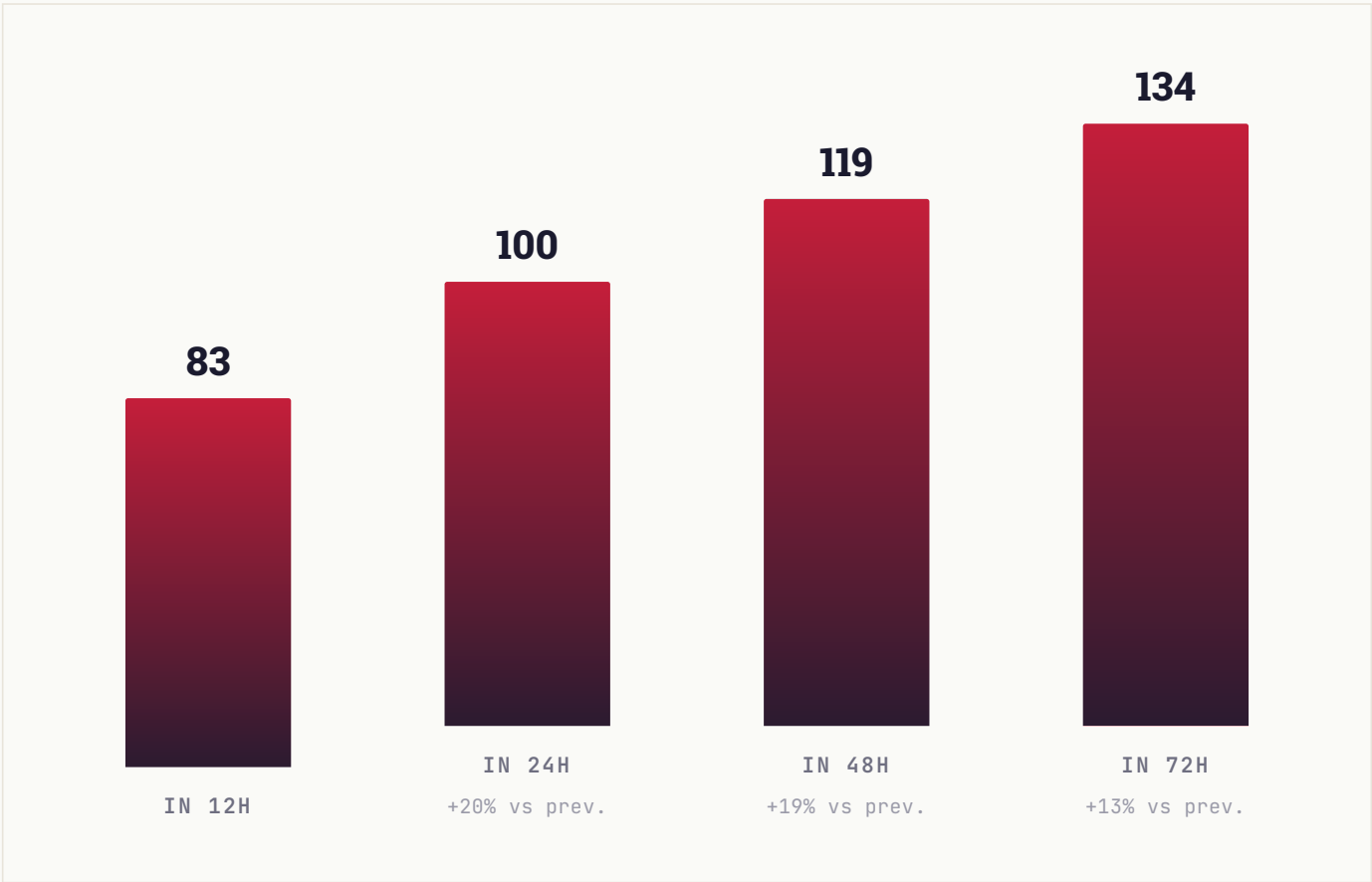
Citation index 2 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned 11 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
C(SberBusiness (Belarus)	14.5K
B(BTC-e Earnings & Crypto	9.9K
CB(Canal BetMidas Oficial	8.8K
GB(Ready business Minsk Moscow	6.8K
NI(Nikita	6.3K
Salary(Zakhar Plodunov Rational thinking	5.4K
PB(Pro Business LIVE	4.9K
M-(Mobistock - Stock Store	4.7K
BA(BanderPolka	4.7K
GT(GERASIMOVA TATYANA	3.6K
BB(Бизнес Belarus YOU	1.7K

COMPARATIVE INSIGHT

Channel in top quartile of niche (#17 of 71). Leader — SberBusiness (Belarus) (14.5K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

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 **34** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	5	
Nov 2025	0	0	9	
Oct 2025	0	0	3	
September 2025	0	0	8	
August 2025	0	0	5	
July 2025	0	0	4	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
0	6	34

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-71 channels in category «**Business & Startups**» (Belarus) and compared your channel against them. Gray band: range covering 80% of niche channels (p10 to p90). Black vertical: median. Red dot: your channel.

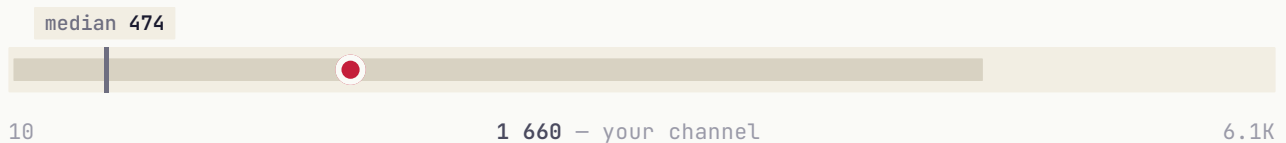
#17 /71

RANK IN NICHE

Channel in top 23% – strong position

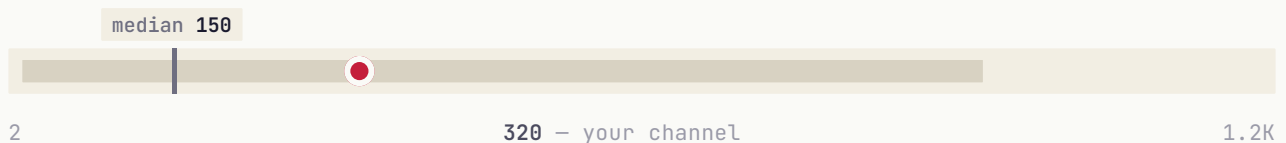
SUBSCRIBERS

better than 61% of niche



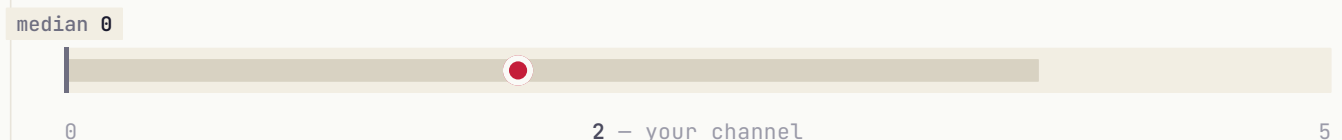
AVG REACH / POST

better than 59% of niche



CITATION INDEX

better than 68% of niche



SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|--|--|
| 01 | Increase posting frequency
Now 1.9 posts/wk. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — on Thursday
Audience is most active on this day at 16:00 MSK. | EFFECT
Best time for a key post |
| 03 | Increase video post share
Video in Telegram holds audience longer and is favored 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). PromtPress finds 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 is an easy growth lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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