

PUBLIC REPORT BY PROMTPRESS

Channel audit

Gusarov

marketing



@gusarovby

17 years in internet marketing. Owner of GUSAROV agency For ads & collab write @gusarov4 Teach edugusarov.by Promote business gusarov.by Chat 3000 members...

SUBSCRIBERS

18 548

-112 per month

ERR (% SEE POSTS)

5.0%

per day 2.4%

REACH/POST

884

ad reach 441/24h

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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 18 548 —	 SUBSCRIBER REACH 4.76% avg % of subs see post	 VIEWS/POST 884 median 842 · 29 days	 POSTS/WEEK 9.6 for the period
 7D TREND +14.8% vs previous week	 REACTIONS/POST 20.1 total 804 reactions, 483 reposts, 125 comments	 POST LENGTH 636 chars median 693 · 29 days	 POSTS ANALYZED 40 29 days
 AD REACH 441 24h avg	 CHURN / MONTH -112 last month	 CITATION RATE 16 citation index · 161 channels mentioned ever	 CHANNEL AGE 9 years 10 months created 29.07.2016

AI EDITOR SUMMARY

Channel «Gusarov marketing» — 18 548 subs. Each post is viewed by an average of 884 people (5% from subs), reach is low — should expand audience. Publishes 10 posts per week (~1 per day) — regular schedule. For week June 8–14, reach grew by +14.8% by week 1–7 June — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 40 posts over 29 days.
- 02 Dominant format – Text (29/40 posts).
- 03 Avg post length – 636 characters (median 693).
- 04 Peak audience activity – Monday, 18:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (1.5K avg for top vs 689 for worst) – among 40 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 15:06 POLL Please take part in the poll!♥	VIEWS 1 816 REP. 5	REACTIONS — ER 9.8%
Nº2 18.06 · 05:34 TEXT What really works in Meta creatives in 2026 – big study Before, results were driven by audience settings. Now the algorithm itself...	VIEWS 1 406 REP. 52	REACTIONS 23 ER 7.6%
Nº3 01.06 · 04:40 TEXT If your marketer can be replaced by an AI for \$20, the problem isn't the AI. Sounds harsh, but that's the main takeaway from my new analysis...	VIEWS 1 390 REP. 25	REACTIONS 12 ER 7.5%

Nº4 10.06 · 05:01 TEXT You open Google. See your site #1. You rejoice. Zero clicks. Crazy? In 2026 it's normal. CTR on position 1 where...	VIEWS 1 351 REP. 21	REACTIONS 18 ER 7.3%
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Nº5 16.06 · 05:38 TEXT What works in Insta targeting in 2026 In 2026 Meta targeting is no longer manual. The algorithm picks the audience – and you...	VIEWS 1 107 REP. 56	REACTIONS 29 ER 6.0%
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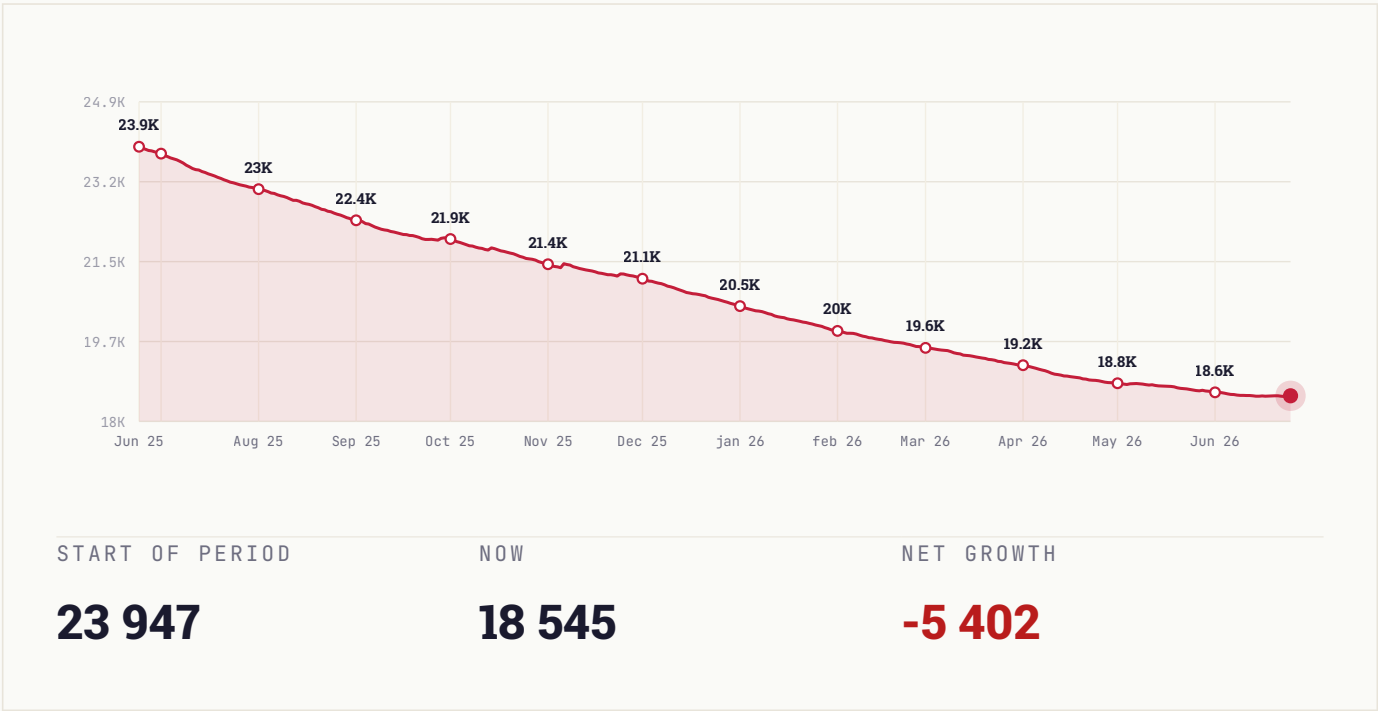
WORST 3

↓ 19.06 · 08:15 TEXT I've warmed you up enough here for you to at least rate or review the book, right?) Come on, do it, or it feels like you're not family...	VIEWS 737 REP. 2	REACTIONS 18 ER 4.0%
↓ 07.06 · 08:31 PHOTO Dog marketing in 2026 This dog has a Google Maps pin with 103 reviews and 5 stars. Even a dog has better rep...	VIEWS 710 REP. 4	REACTIONS 14 ER 3.8%
↓ 22.06 · 09:14 PHOTO 5 days in Kazan and I dictated a new book Did something really funny, then fed it to AI and polished in 2 hours...	VIEWS 621 REP. 5	REACTIONS 14 ER 3.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.

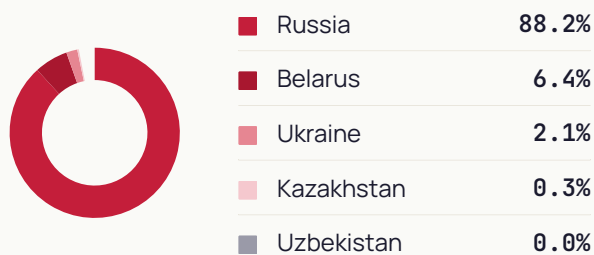


— SECTION 04 • MENTIONS

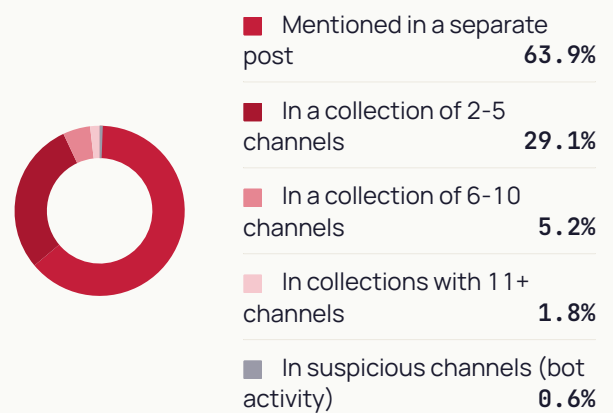
Who mentions the channel & how

Citation index **16** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All time channel was mentioned **161** different channels.

COUNTRIES MENTIONING



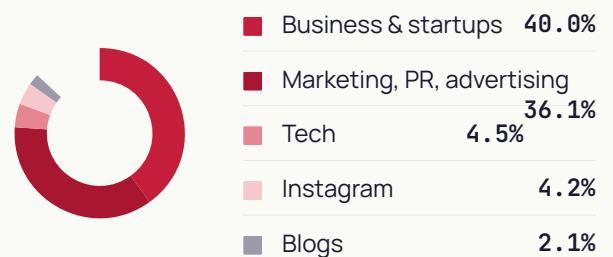
MENTION FORMAT



SIZE OF CHANNELS MENTIONING



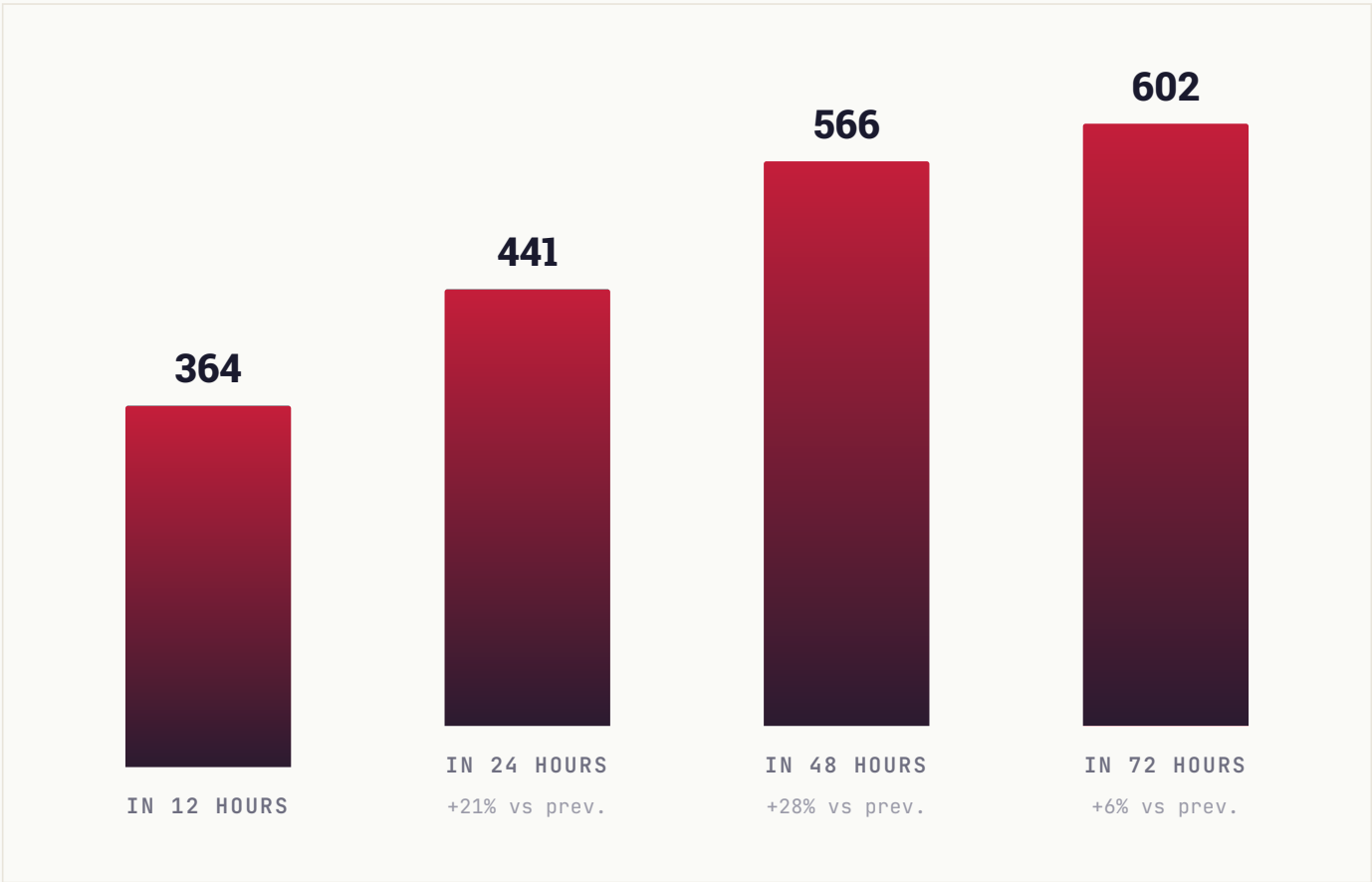
MENTION TOPICS



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 and audience. Highlighted your channel — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
ShD Brand cheat sheet	23.5K
GM Gusarov marketing YOU	18.5K
KA Creative Anatoly	5.9K
VA Vitaly Adamsov AI Studio & Content	5.1K
CA CERBER ARBITRAGE	4.3K
PD PPC for superminds Alexander Hitro	3.9K
DK Content marketer's diary	3.4K
MN MARKETING by the numbers ELPODIUM	3K
NN Newton.by	2.7K
US Yura Sanko	1.9K
ShM Shurup Muravyova	1.9K

COMPARATIVE CONCLUSION

Channel in top-2 niches (#2 of 39 category channels). One of the leaders — client-partners can cross-promote with equals; for PR/reach you're a valuable media partner.

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 **43**, they brought **239** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	4	4	0	
November 2025	1	1	134	
October 2025	5	3	48	
September 2025	21	13	57	
August 2025	6	5	0	
July 2025	6	4	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
43	6	239

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

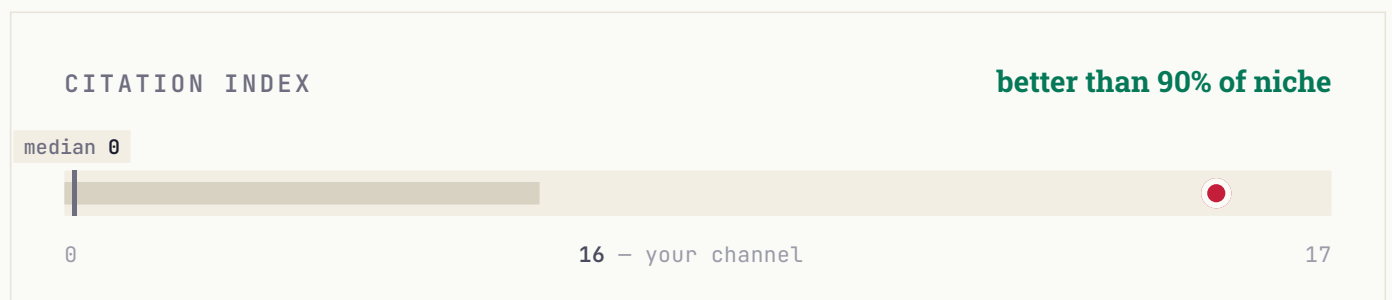
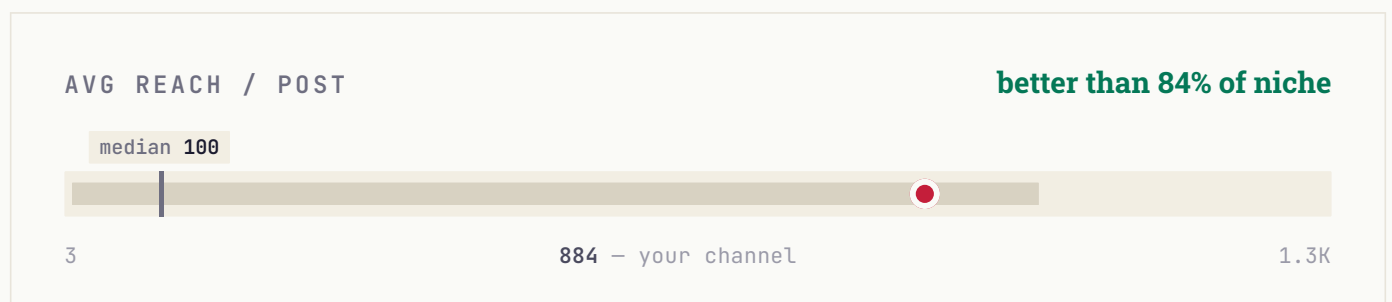
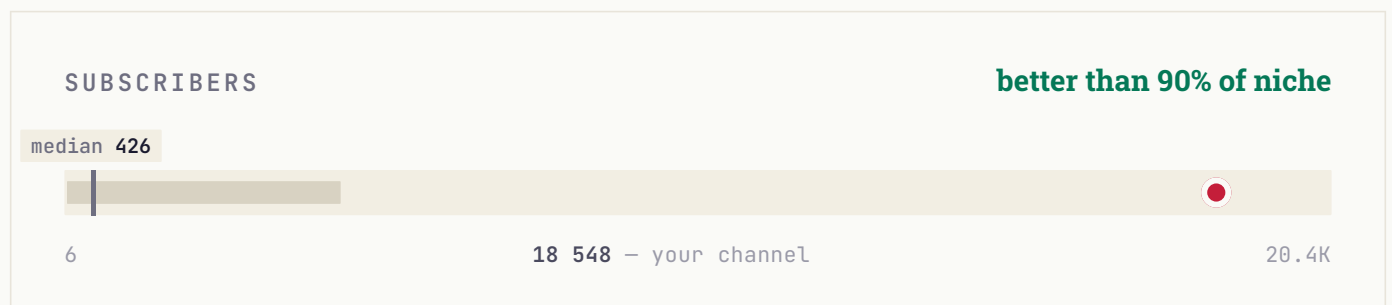
Took top-**39** channels in category «**Marketing, PR, advertising**» (Belarus) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#2

/39

RANK IN NICHE

Channel in top 5% marketing, PR, advertising Belarus



— 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 18:00 MSK.

EFFECT
Best time for an important post

02

Increase share of video posts
 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

03

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

04

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

05

Cross-promo with nearby channels
 Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs bring relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
