

PUBLIC REPORT BY PROMTPRESS

Channel audit

Hot Marketing

GM

@hotketing

Here you'll find hot news, trends, and cases from the marketing world, useful tips, and inspiration for promotion. Collaboration: @agent_gr RKN: <https://clck.ru/3TCNkn>

SUBSCRIBERS

50 018

-1606 per month

ERR (% SEE POSTS)

14.0%

daily 12.1%

REACH/POST

6.5K

ad reach 6K/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 50 018 —	 SUBS REACH 12.97% avg % subs see post	 VIEWS/POST 6.5K median 6.6K · 16 days	 POSTS/WEEK 2.6 for period
 7D TREND — no data for period	 REACTIONS/POST 22.3 only 134 reactions, 67 reposts, 0 comments	 POST LENGTH 212 chars. median 216 · 16 days	 POSTS ANALYZED 6 16 days
 AD REACH 6K 24h avg	 CHURN / MONTH -1606 last month	 CITATION RATE 0 citation index · 79 channels mentioned all time	 CHANNEL AGE 1 year 8 months created 06.10.2024

AI EDITOR SUMMARY

Channel «Hot Marketing» — 50 018 subs. Each post avg views 6.5K people (13% from subs), low reach — need to expand audience. Publishes 3 posts/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 from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 6 posts in 16 days.
- 02 Dominant format — **Photo** (5/6 posts).
- 03 Avg post length — **212** chars (median 216).
- 04 Peak audience activity — **Wednesday**, 09:00 MSK.
- 05 Top posts get **1x** more views than weakest (6.9K avg top vs 6.1K worst) — among 6 posts in 16 days. Worth analyzing top's common traits: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 06:38 PHOTO Stakan cups from Vkusno i Tochka return — just 15 RUB with a large combo. Four colors to choose from...	VIEWS 7 097 REPOSTS 26	REACTIONS 32 ER 14.2%
Nº2 22.06 · 10:31 PHOTO iPhone 18 will cost from \$1399 (106K RUB), iPhone Ultra from \$2399 (182K RUB) — prices leaked...	VIEWS 6 749 REPOSTS 4	REACTIONS 21 ER 13.5%
Nº3 15.06 · 12:05 VIDEO Japanese footballers and fans amazed the world again — after the match vs Netherlands at the 2026 World Cup, fans started cleaning up. Players...	VIEWS 6 720 REPOSTS 3	REACTIONS 21 ER 13.4%

Nº4 15.06 · 09:06 PHOTO Dodo is prepping a collab with Winx – a pink milkshake is coming to the menu. The recipe was found in the Alfea archives. And besides the drink...	VIEWS 6 457 REPOSTS 24	REACTIONS 21 ER 12.9%
Nº5 01.07 · 11:17 PHOTO Wildberries items may rise in price as early as July 7. The marketplace increases seller commissions, and they will likely pass...	VIEWS 6 058 REPOSTS 5	REACTIONS 20 ER 12.1%

|

WORST 3

↓ 15.06 · 09:06 PHOTO Dodo is prepping a collab with Winx – a pink milkshake is coming to the menu. The recipe was found in the Alfea archives. And besides the drink...	VIEWS 6 457 REPOSTS 24	REACTIONS 21 ER 12.9%
↓ 01.07 · 11:17 PHOTO Wildberries items may rise in price as early as July 7. The marketplace increases seller commissions, and they will likely pass...	VIEWS 6 058 REPOSTS 5	REACTIONS 20 ER 12.1%
↓ 16.06 · 07:22 PHOTO Kvass ice cream has hit Russian stores. Reviews say the taste is maximally authentic and even refreshing.	VIEWS 5 849 REPOSTS 5	REACTIONS 19 ER 11.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

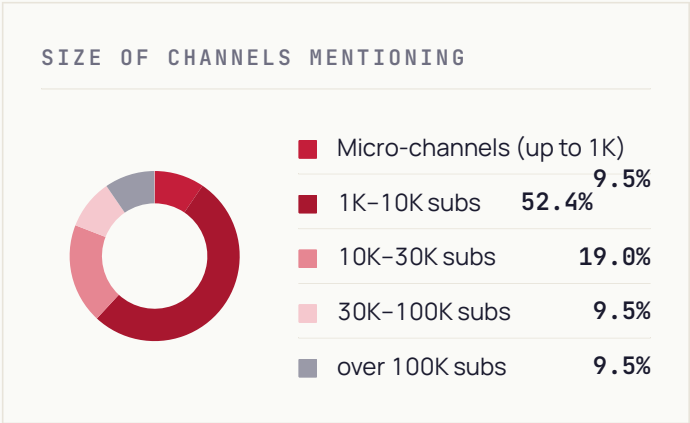
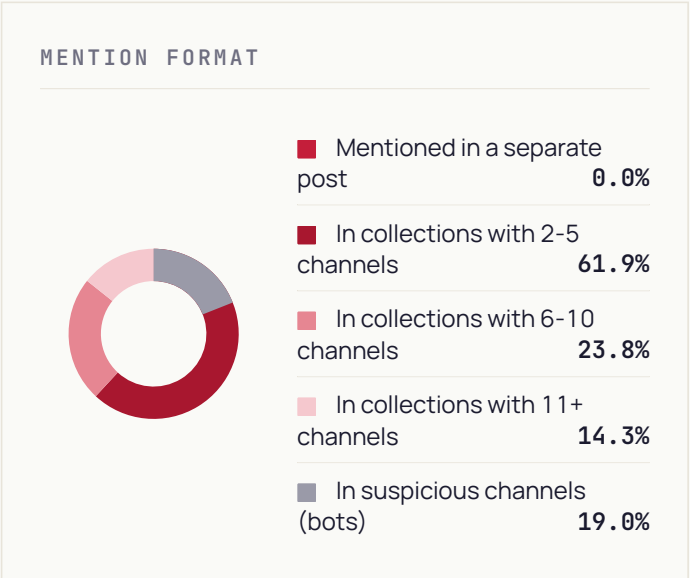
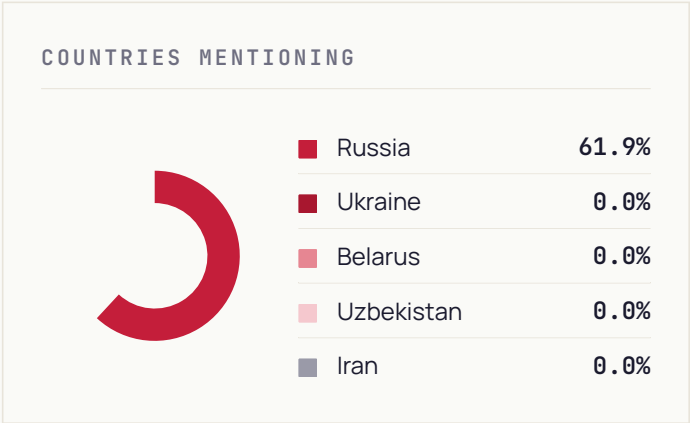
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subscribers.



SECTION 04 · MENTIONS

Who mentions the channel and how

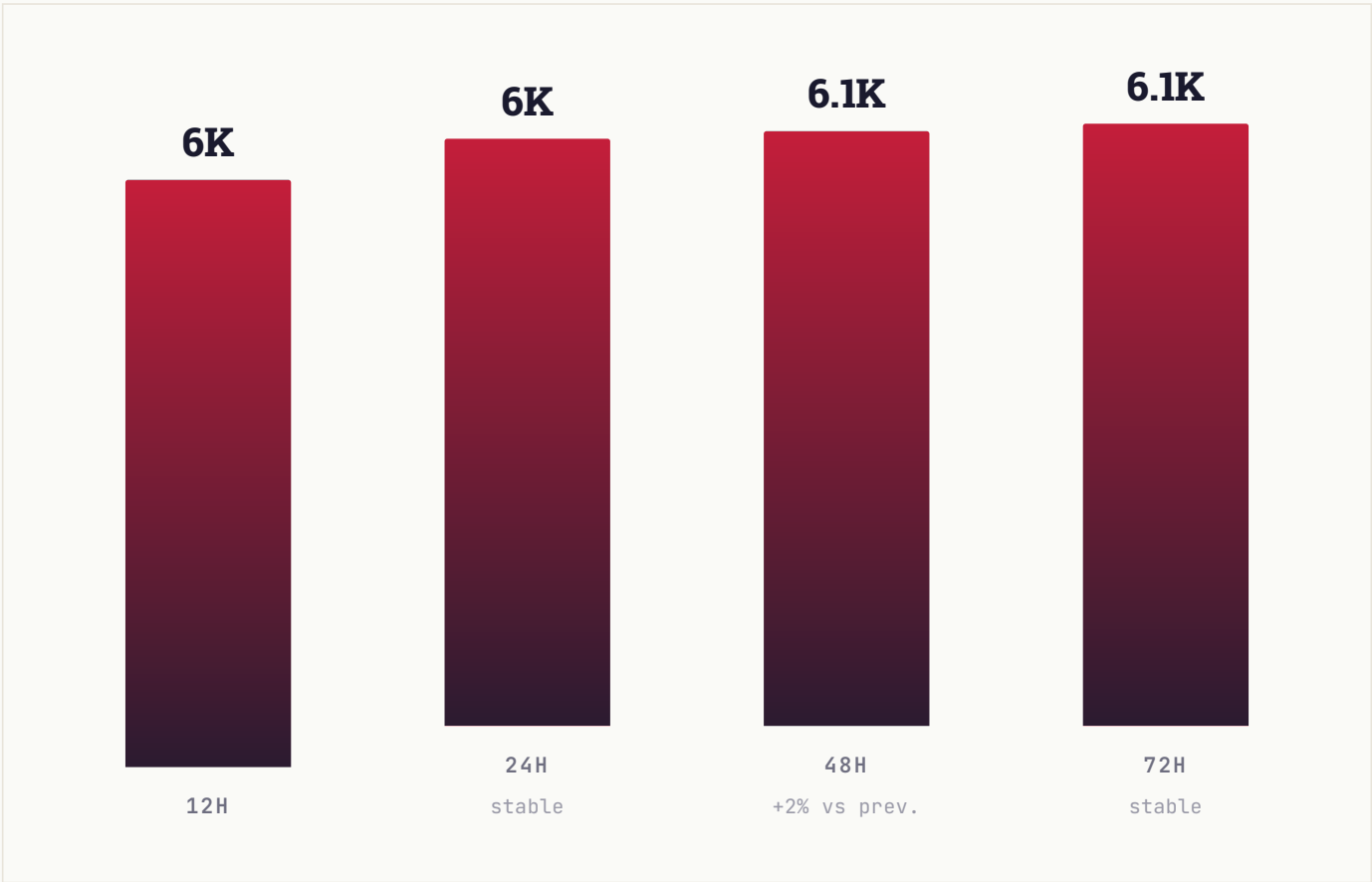
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 79 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TM My Feed Trends	2.5M
MO Ice cream	1.7M
OK Okak	1.6M
SE Search	1.4M
TR Trending	1.2M
KV Customer is always right	1.1M
TB Trends by Russia	1.1M
SW Trending today	1M
TZ Set Trends	939.7K
TV Trend or Get Left Behind	920.5K
GM Hot Marketing YOU	50K

COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — My Feed Trends (2.5M), top-99 median: 144.3K. First goal: enter top-99 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

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 **19**, they brought **38 418** new subs.

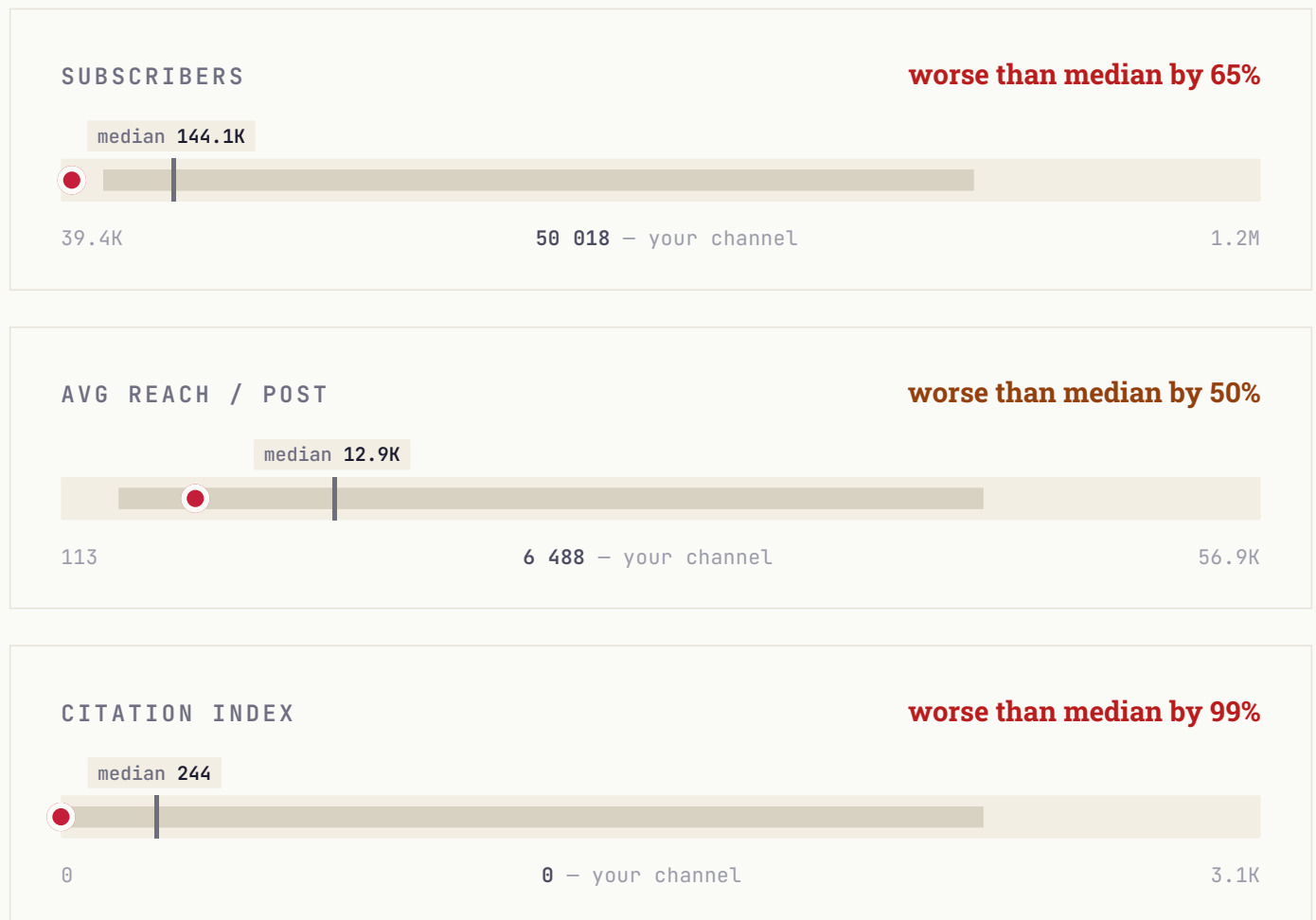
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	1 825
December 2025	0	0	2 779
Nov 2025	0	0	902
Oct 2025	10	4	32 912
Sep 2025	1	1	0
August 2025	8	4	0

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
19	6	38 418

SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in category "Marketing, PR, advertising» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.



— SECTION 09 • STRATEGY

What to Do Right Now

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

01

Increase Posting Frequency

Now 2.6 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

Consistency > volume**02**

Top post of the week — on Wednesday

Audience most active on this day at 09:00 MSK.

EFFECT

Best window for an important post**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 weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER**05**

Cross-promo with neighboring channels

Swap posts with same-segment channels quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

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

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