

— PROMTPRESS PUBLIC REPORT

Channel audit

Маркетинг на крючке



@marketingo

Modern marketing: ideas, strategies & new ad trends. Collab:
@zubar89 Channel listed in RKN registry: <https://rkn.link/J8Q>

SUBS

15 857

-257 per month

ERR (% SEE POSTS)

6.0%

daily 3.2%

REACH/POST

884

ad reach 505/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBS 15 857 —	 SUBSCRIBER REACH 5.58% avg % subs see a post	 VIEWS/POST 884 median 943 · 28 days	 POSTS/WK 23.7 over period
 7D TREND -7.6% vs prev week	 REACTIONS/POST 14.6 total 1,429 reactions, 1,163 reposts, 0 comments	 POST LENGTH 162 chars median 158 · 28 days	 POSTS ANALYZED 98 28 days
 AD REACH 505 24h avg	 CHURN / MONTH -257 last month	 QUOTE RATE 649 citation index · 1,584 channels mentioned ever	 CHANNEL AGE 3 years 6 months created 03.01.2023

AI EDITOR SUMMARY

Channel «Маркетинг на крючке» — 15 857 subs. Each post averages 884 people (6% of subs), reach is low — expand audience. Publishes 24 posts per week (~3/day) — active posting. For week Jun 29 – Jul 5, reach dropped by -7.6% by week 22–28 Jun — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **98** posts over 28 days.
- 02 Dominant format – **Photo** (80/98 posts).
- 03 Avg post length – **162** chars (median 158).
- 04 Peak audience activity – **Thursday**, 13:00 MSK.
- 05 Top posts get **2×** more views than the weakest (1.2K avg top vs 679 worst) – among 98 posts in 28 days. Analyze what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 10:01 PHOTO Oh, a Winx event at Moscow's CDM. June 24: pro photos, makeup by a stylist...	VIEWS	REACTIONS
	1 265	8
	REPOSTS	ER
	10	8.0%
Nº2 13.06 · 18:45 PHOTO Cool – Dodo now has trendy Western slushies. Fruit ice with orange & berry flavor, plus juice. Chillin'...	VIEWS	REACTIONS
	1 240	17
	REPOSTS	ER
	15	7.8%
Nº3 18.06 · 20:17 PHOTO Crocs released clogs based on the series 'Friends'. Purple slippers feature 12 jibbitz with the legendary couch, cafe sign, and show logo. Costs...	VIEWS	REACTIONS
	1 221	11
	REPOSTS	ER
	22	7.7%

Nº4 12.06 • 18:56 PHOTO Cutest dachshund patches found in Russian stores. No shame wearing them even at the office in the morning. Ladies, grab 'em.	VIEWS 1 213 REPOSTS 16 REACTIONS 19 ER 7.6%
Nº5 12.06 • 12:17 PHOTO Lol, a pigeon-shaped bag by artist birdwarde from Portland. Drop expected this week! Goo-goo-goo	VIEWS 1 191 REPOSTS 12 REACTIONS 18 ER 7.5%

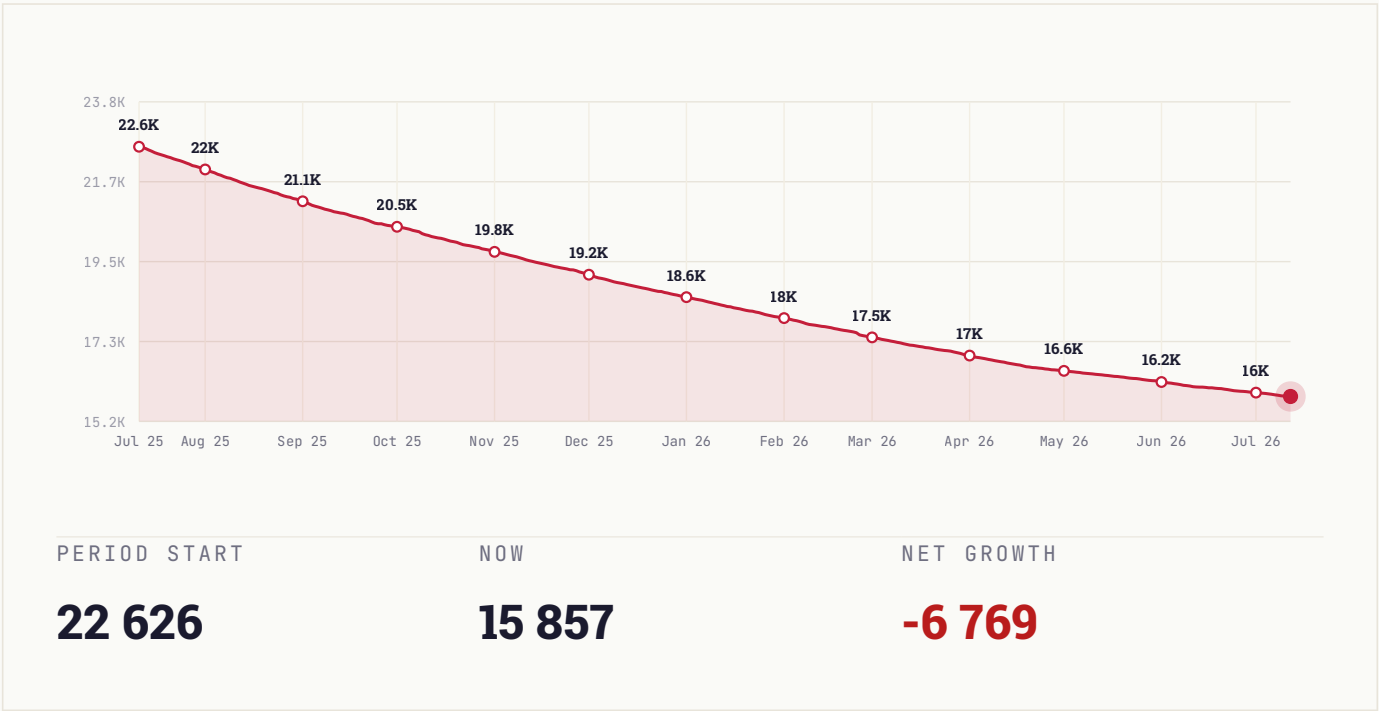
WORST 3

↓ 08.07 • 09:22 PHOTO What: Burger King showed a handcuff combo – they'll drop a set collab with Love is. Launch date still secret. Rest of summer will...	VIEWS 698 REPOSTS 25 REACTIONS 14 ER 4.4%
↓ 08.07 • 11:55 PHOTO Haha, Wildberries and Ozon SMMs started a passive-aggressive war in comments on social media. It all started from a girl's post who...	VIEWS 690 REPOSTS 13 REACTIONS 20 ER 4.4%
↓ 08.07 • 17:29 PHOTO Befree gives away T-shirts for 98 RUB on Ozon – also snag cheap tops & blouses. Almost all sizes in stock. Today...	VIEWS 649 REPOSTS 17 REACTIONS 7 ER 4.1%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

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

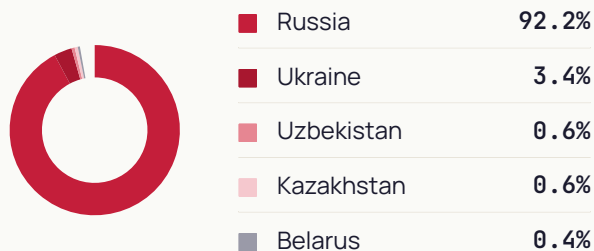


SECTION 04 • MENTIONS

Who mentions the channel and how

Citation index **649** — 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 a 1K subs channel. All-time mentions: **1 584** different channels.

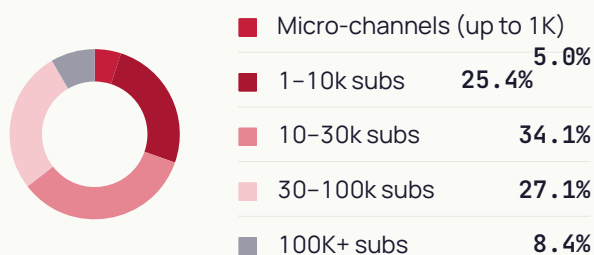
COUNTRIES MENTIONING



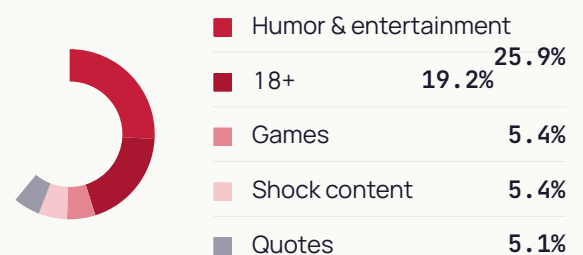
FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



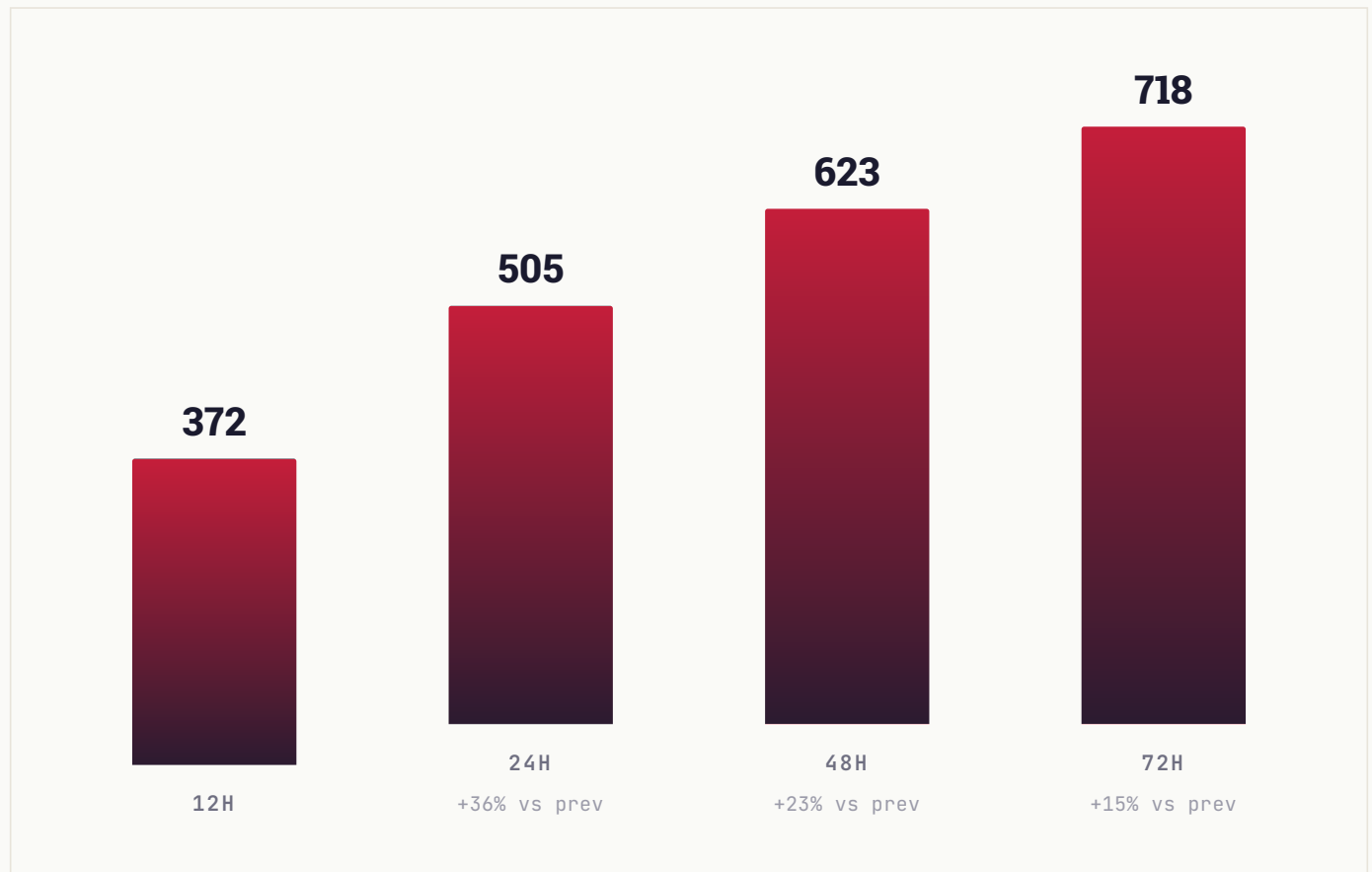
TOPICS MENTIONED IN



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over 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 highlighted — see its rank among niche neighbors.

CHANNEL	SUBS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Okak	1.6M
ER Search	1.5M
TR Trending	1.2M
TB trends by rasha	1.1M
KV Customer is always right	1.1M
TZ Set trends	1M
AVG Trending today	1M
TV Trend or leave	990K
MN Маркетинг на крючке YOU	15.9K

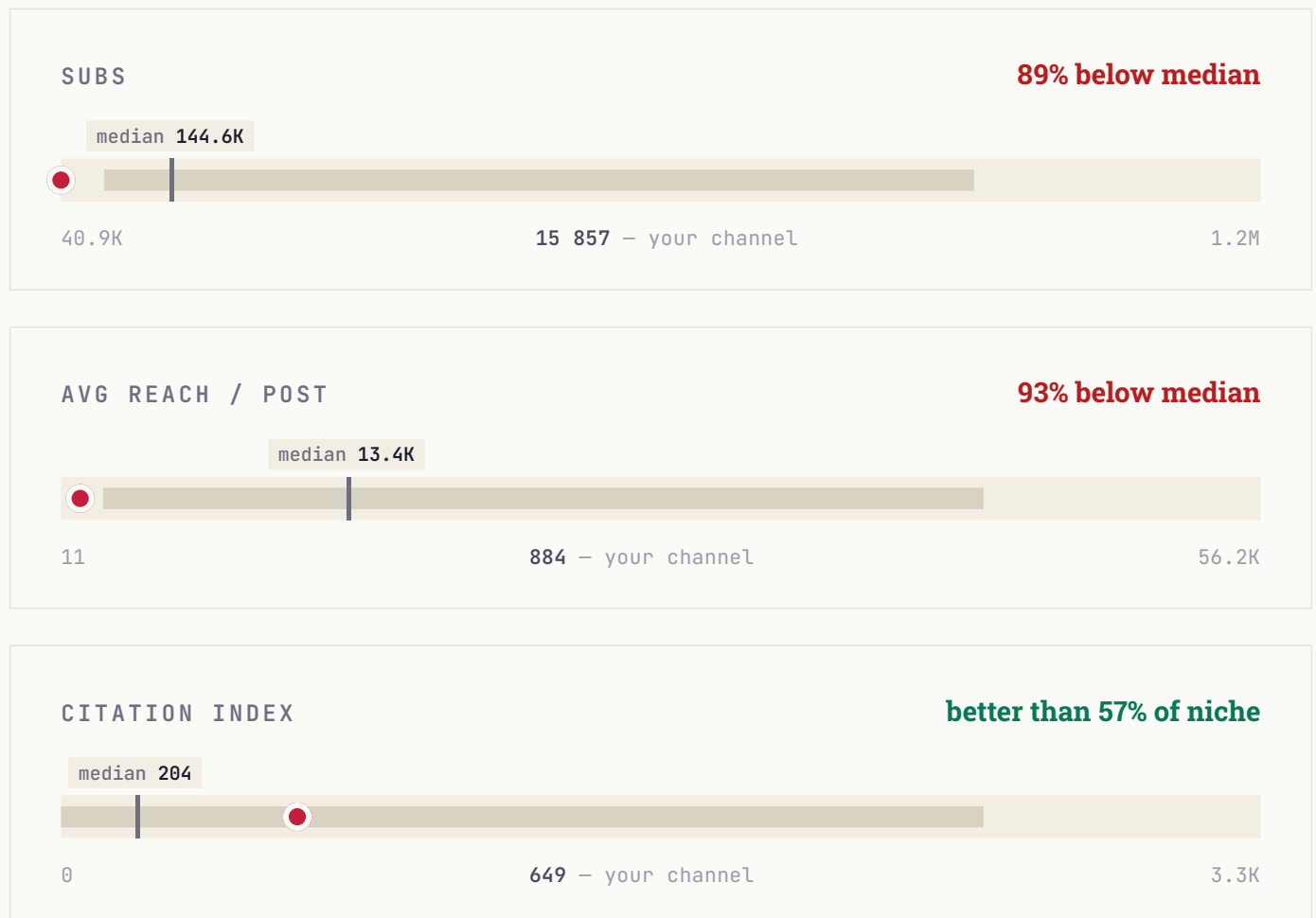
COMPARATIVE CONCLUSION

Channel not yet outside niche top 99 — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.1K. First goal — enter top-99 via systematic traffic & content work.

SECTION 07 • NICHE COMPARISON

Where channel ranks in its league

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



— SECTION 08 • STRATEGY

What to do right now

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

01**Main post of the week — Thursday**

On this day at 13:00 MSK audience is most active.

EFFECT

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

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

EFFECT

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

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

EFFECT

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

Swap posts with same-segment channels once a quarter. Not daily — 2-3 collabs give relevant growth.

EFFECT

**Relevant
audience
growth****05****Update channel description for Telegram search**

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

EFFECT

**Organic traffic
source**

★ 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 with us & hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
