

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Bisembayev | Marketing & Advertising



@marketologyblog

Alimzhan Bisembaev — marketing consultant. I work with mid-size businesses and large brands I build marketing on data, research, and processes. Here — global ad trends and...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
10 084	13.0%	1.3K
05.07.2026 -90 per month	daily 9.1%	ad reach 919/24h
HTTPS://PROMTPRESS.COM/AUDIT/MARKETOLOGYBLOG		

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your rank

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category «Marketing, PR, advertising»

09 Strategy

5 priority actions

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 10 084 —	 SUBSCRIBER REACH 12.64% avg % subs see post	 VIEWS/POST 1.3K median 1.3K · 29 days	 POSTS/WEEK 39.2 over period
 7D TREND +6.5% vs previous week	 REACTIONS/POST 16.4 total 2,684 reactions, 1,338 reposts, 90 comments	 POST LENGTH 249 chars median 138 · 29 days	 POSTS ANALYZED 164 29 days
 AD REACH 919 24h avg	 CHURN / MONTH -90 last month	 CITATION RATE 81 citation index · 362 channels mentioned all time	 CHANNEL AGE 9 years 11 months created 12.07.2016

AI EDITOR SUMMARY

Channel «Bisembayev | Marketing & Advertising» — 10 084 subs. Each post avg views 1.3K people (13% from subs), reach low — expand audience. Publishes 39 posts/week (~6/day) — active. Week 22–28 Jun reach up +6.5% vs week 15–21 Jun — positive trend.

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 **164** posts in 29 days.
- 02 Dominant format — **Photo** (102/164 posts).
- 03 Avg post length — **249** chars (median 138).
- 04 Peak audience activity — **Sunday**, 21:00 ALMT.
- 05 Top posts get **2x** more views than weakest (top avg 2.5K vs worst 1.1K) — across 164 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 07:13 PHOTO Tech & innovation in mineral exploration	VIEWS 3 087 REP. 20	REACTIONS 7 ER 30.6%
Nº2 14.06 · 16:30 VIDEO This is a 1981 TV ad for American television. In her important message to adults, a girl asks - "Do I look...	VIEWS 2 429 REP. 12	REACTIONS 17 ER 24.1%
Nº3 24.06 · 09:13 VIDEO What a cool promo for the new season	VIEWS 2 090 REP. 10	REACTIONS 10 ER 20.7%

Nº4 16.06 · 05:46 PHOTO US residents spent \$2.6B on OnlyFans in 2025 #statistics	VIEWS 1 555 REP. 21	REACTIONS 22 ER 15.4%
--	---	---

Nº5 15.06 · 07:50 PHOTO Top 20 container ports in 2024 TEU (Twenty-foot Equivalent Unit) - standard 20-ft sea container. 1...	VIEWS 1 550 REP. 7	REACTIONS 9 ER 15.4%
--	--	--

|

WORST 3

↓ 01.07 · 20:08 PHOTO Fable 5 стал доступен в Claude	VIEWS 1 065 REP. 4	REACTIONS 8 ER 10.6%
---	--	--

↓ 17.06 · 03:25 PHOTO New bag charms from Bottega Veneta	VIEWS 1 063 REP. 1	REACTIONS 9 ER 10.5%
---	--	--

↓ 02.07 · 02:45 PHOTO Japanese study shows driving a manual car may improve memory and concentration...	VIEWS 1 042 REP. 7	REACTIONS 5 ER 10.3%
--	--	--

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

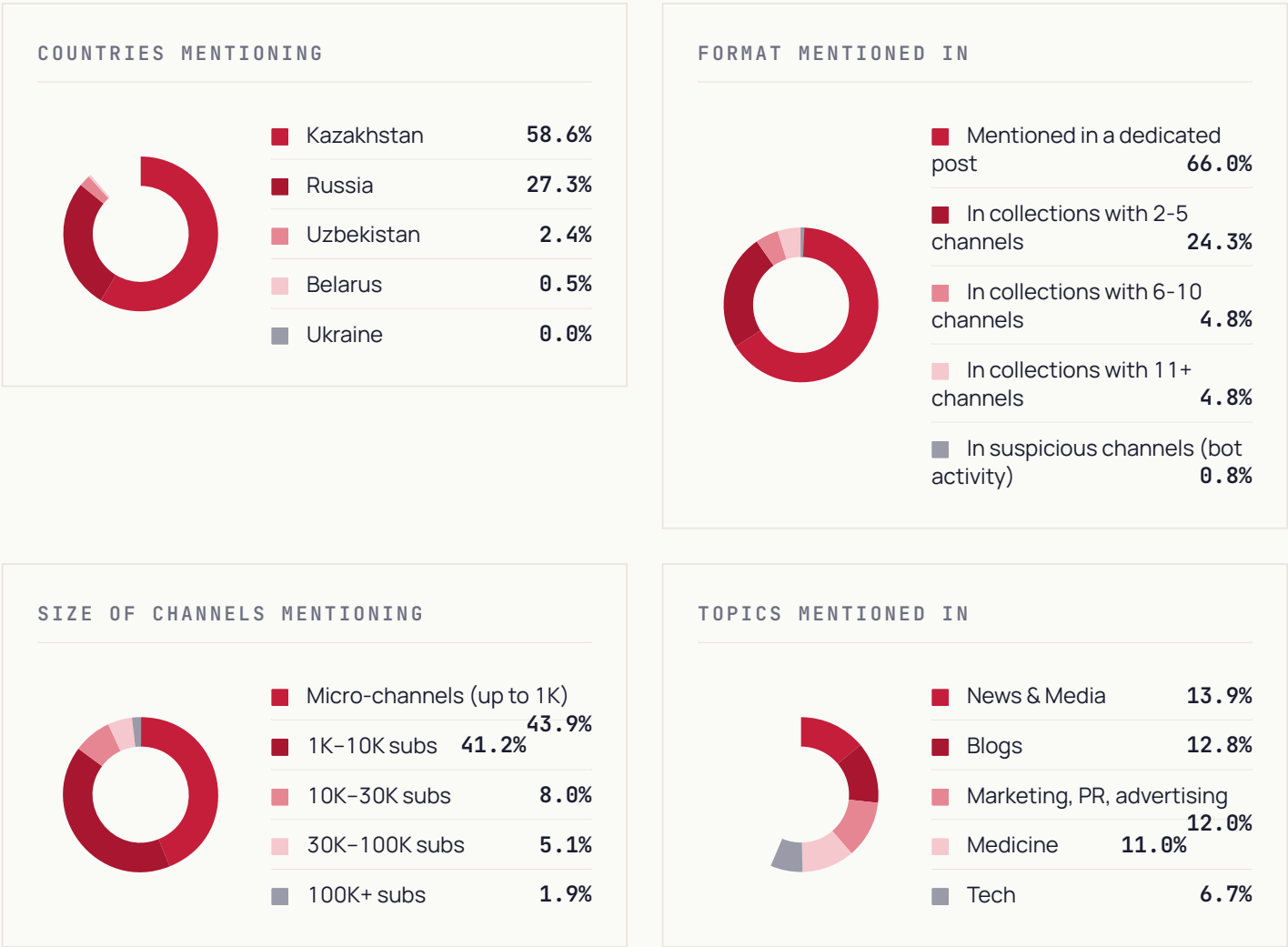
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

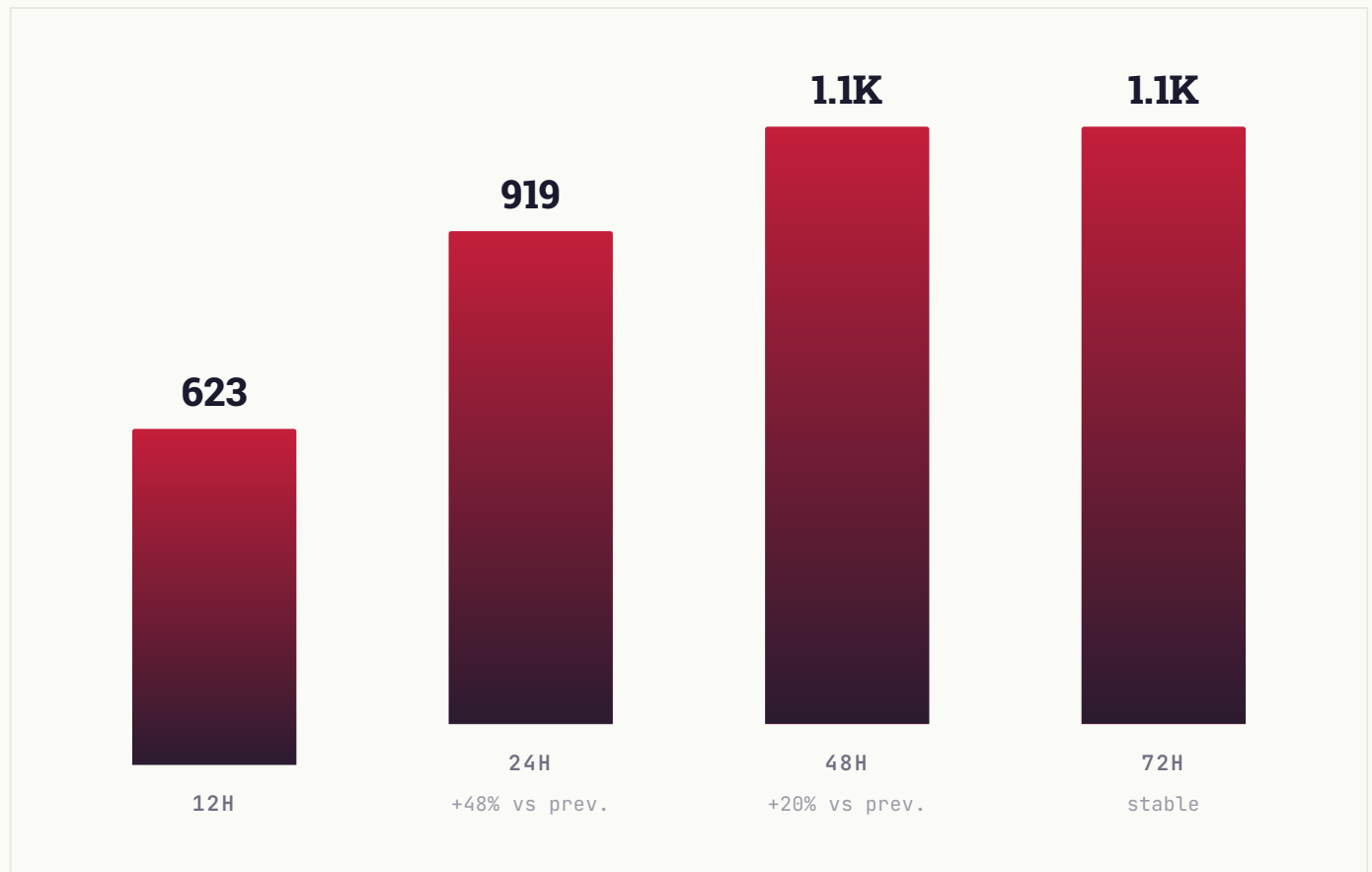
Citation index **81** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100k subs weighs more than from 1k subs. Over all time, the channel was mentioned **362** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings 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
БИ Bisembayev Marketing & Advertising YOU	10.1K
АБ Alisher Beisebai Gaming	4.2K
ВМ Baipket: Marketing	2.7K
НП NomadАрс про Ютуб 	2.5K
РА Pardashyan	2.1K
РА ramiz.txt	1.9K
МІ MPN Marketing of Last Hope	1.8K
АА Abat Almasuly	1.7K
ДС DIGITAL SMM СММ ВАКАНСИИ КАЗАХСТАН	1.4K
СІ Do or don't	1.3K
PR PR room	1.2K

COMPARATIVE CONCLUSION

Channel in top-1 niche (#1 of 42 channels in category). One of the leaders — client-partners can go for cross-promo with equals; for PR/reach you are 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 **15**, they brought **416** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	2	2	147
December 2025	2	2	14
Nov 2025	0	0	37
Oct 2025	6	4	94
Sep 2025	1	1	75
August 2025	4	4	49
TOTAL MENTIONS			15
MONTHS OF DATA			6
ACQUIRED SUBSCRIBERS			416

— SECTION 08 · NICHE COMPARISON

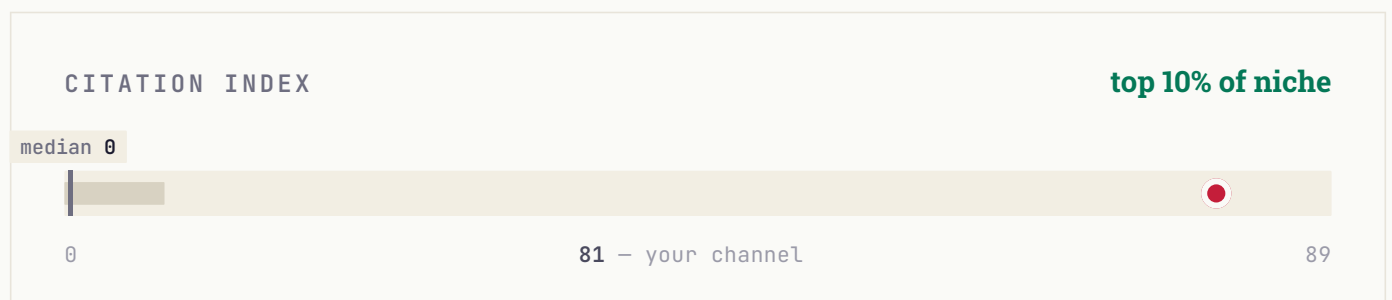
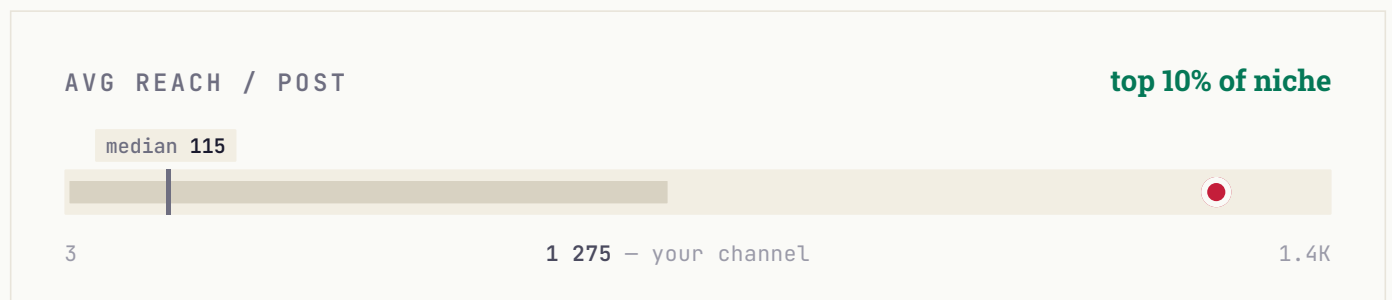
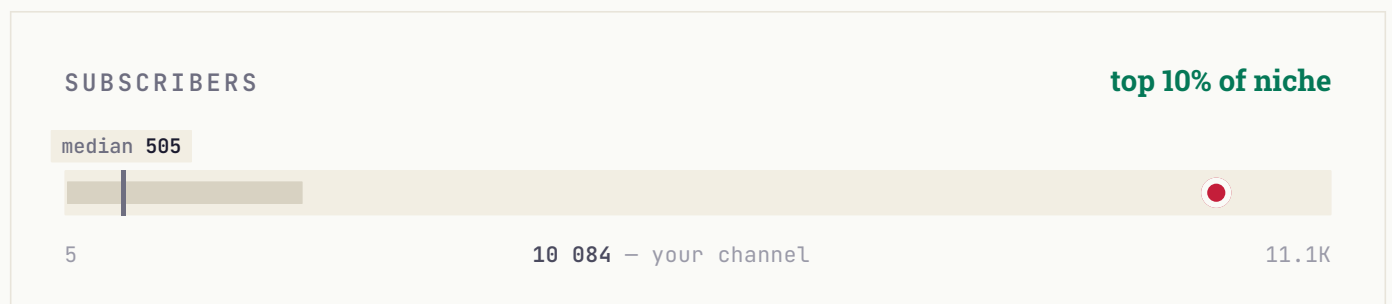
Where the channel stands in its league

Took top-42 channels in category "Marketing, PR, advertising» and saw how the channel looks against them. Gray bar — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#1/42

POSITION IN NICHE

Channel in top 2% marketing, pr, advertising



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and return to this report in a month.

01

Top post of the week — on Sunday

Audience is most active on this day at 21:00 ALMT.

EFFECT

**Best time for
an important
post**

02

Systematic traffic buy

Three 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 give +5-15% to ER.
One poll per week on a hot topic — an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search looks at descriptions. Add 3-5 keywords from your niche — it's 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 using public data. 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
----	------------------------	---
