

PUBLIC REPORT BY PROMTPRESS

Channel audit

SMM по жизни: маркетинг, реклама и PR



@smpojizni

Super news & uber lifehacks: marketing, PR, SMM, digital Any
questions: @smpojizni

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
10 199	76.0%	7.3K
-1845 per month 19.07.2026	per day 58.2%	ad reach 6K /24h
HTTPS://PROMTPRESS.COM/AUDIT/SMPJOIZNI		

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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 10 199 —	 SUBS REACH 72.06% avg % of subs see a post	 VIEWS/POST 7.3K median 7.8K · 26 days	 POSTS/WEEK 3.6 for the period
 7D TREND — no data for the period	 REACTIONS/POST 57.6 total 806 reactions, 161 reposts, 0 comments	 POST LENGTH 386 chars. median 168 · 26 days	 POSTS ANALYZED 14 26 days
 AD REACH 6K 24h avg	 CHURN / MONTH -1845 for the last month	 CITATION RATE 3 citation index · 94 channels mentioned ever	 CHANNEL AGE 4 years 1 month created 27.05.2022

AI EDITOR SUMMARY

Channel «SMM по жизни: маркетинг, реклама и PR» – 10 199 subs. Each post averages 7.3K people (72% of subs), wide reach for a channel this size. Publishes 4 posts per week (~1 per day) – infrequent 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 14 posts in 26 days.
- 02 Dominant format — Photo (10/14 posts).
- 03 Avg post length — 386 characters (median 168).
- 04 Peak audience activity — Tuesday, 16:00 MSK.
- 05 Top posts get 1x more views than the weakest (9K avg for top vs 6.5K for worst) — among 14 posts in 26 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 14.07 · 13:36 PHOTO Two openings at once We're looking for responsible & creative pros for our creative dept💖 [Content Manager] What you'll do •...	VIEWS 9 068 REPOSTS 4	REACTIONS 57 ER 88.9%
Nº2 11.07 · 14:17 PHOTO What content to post so the audience takes the desired action — explained in cards →	VIEWS 8 973 REPOSTS 2	REACTIONS 65 ER 88.0%
Nº3 15.07 · 15:10 PHOTO Boomers — underestimated brand capital We break down why and what ToV to use with them in the carousel	VIEWS 8 873 REPOSTS 6	REACTIONS 72 ER 87.0%

Nº4 13.07 • 17:54 PHOTO Scaling is built on a well-structured brand architecture — a system that helps a company develop new directions without...	VIEWS 8 744 REPOSTS 6 REACTIONS 63 ER 85.7%
Nº5 28.06 • 13:28 PHOTO Your buyer lives in their own info bubble, and ads that attract one audience may annoy another. What to do?...	VIEWS 8 068 REPOSTS 1 REACTIONS 70 ER 79.1%

WORST 3

↓ 26.06 • 15:17 VIDEO Author's time flywheel [What works instead of a sales funnel and is there an automatic mechanic?] Explained in cards	VIEWS 7 013 REPOSTS 1 REACTIONS 42 ER 68.8%
↓ 21.06 • 20:04 TEXT Part 2 Business Opportunities [Shared Subscriptions] Legal family or group accounts reduce individual load on...	VIEWS 6 937 REPOSTS 42 REACTIONS 63 ER 68.0%
↓ 24.06 • 17:54 PHOTO 5 business trends you can't ignore Read more in the carousel	VIEWS 5 482 REPOSTS 10 REACTIONS 64 ER 53.8%

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 gained or lost subs.



SECTION 04 • MENTIONS

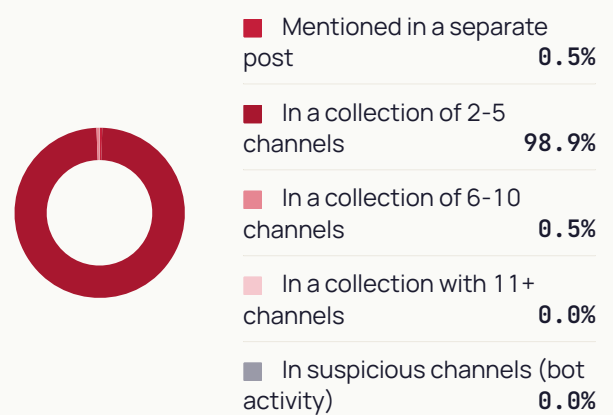
Who mentions the channel and how

Citation index **3** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K-sub channel weighs more than from a 1K-sub one. All-time mentions: **94** different channels.

COUNTRIES MENTIONING



MENTION FORMAT



WHAT SIZE CHANNELS MENTION



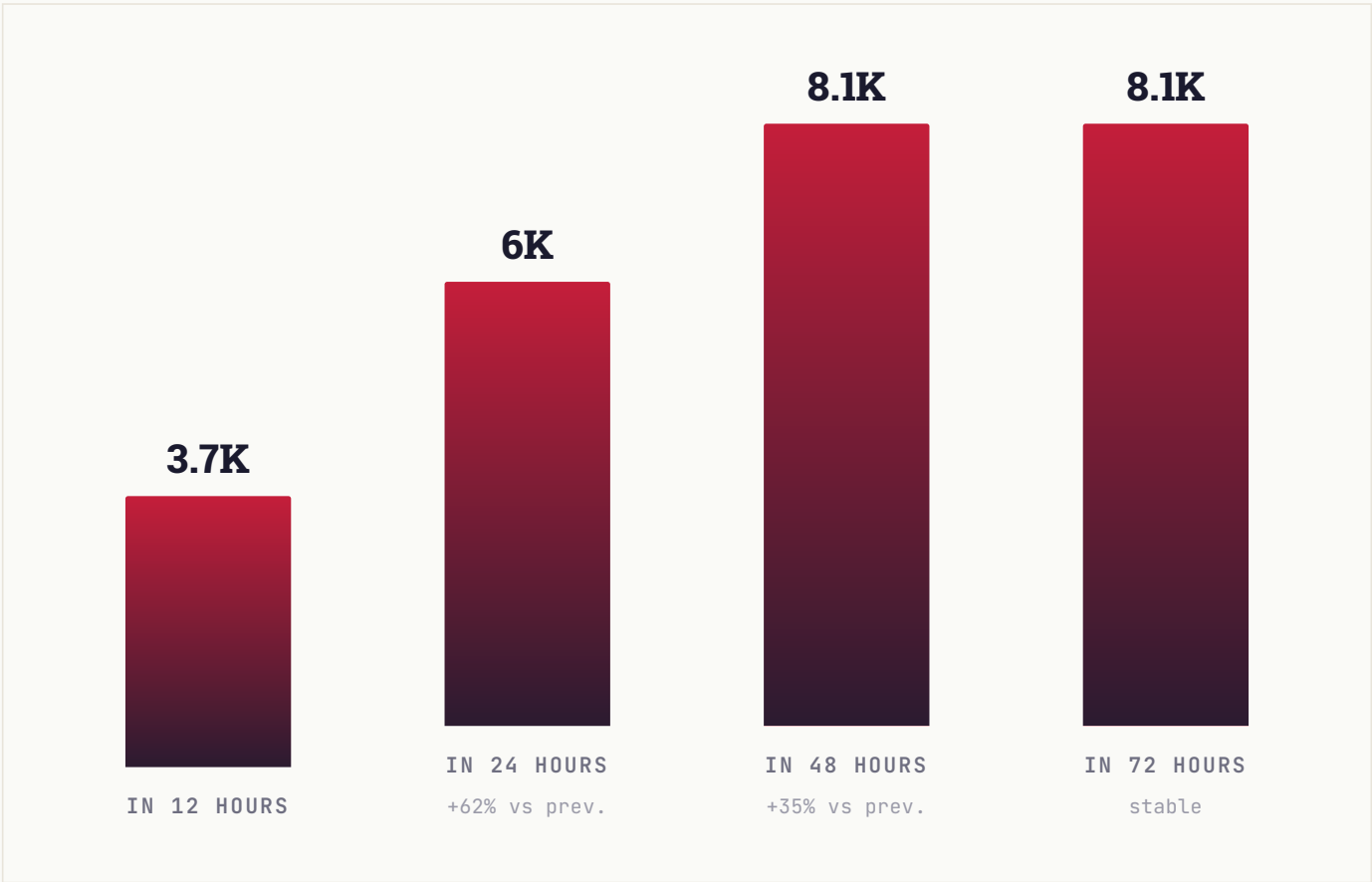
MENTION TOPICS



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of a promo 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. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
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 Russia	1.1M
KV Customer is always right	1.1M
TV Trend or leave	1.1M
TZ Set trends	1.1M
AVG Today's trends	1M
СП SMM по жизни: маркетинг, реклама и PR	YOU10.2K

COMPARATIVE INSIGHT

Channel yet outside top-99 of niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 148K. First goal — enter top-99 via systematic traffic & content 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 **21 194** new subs.

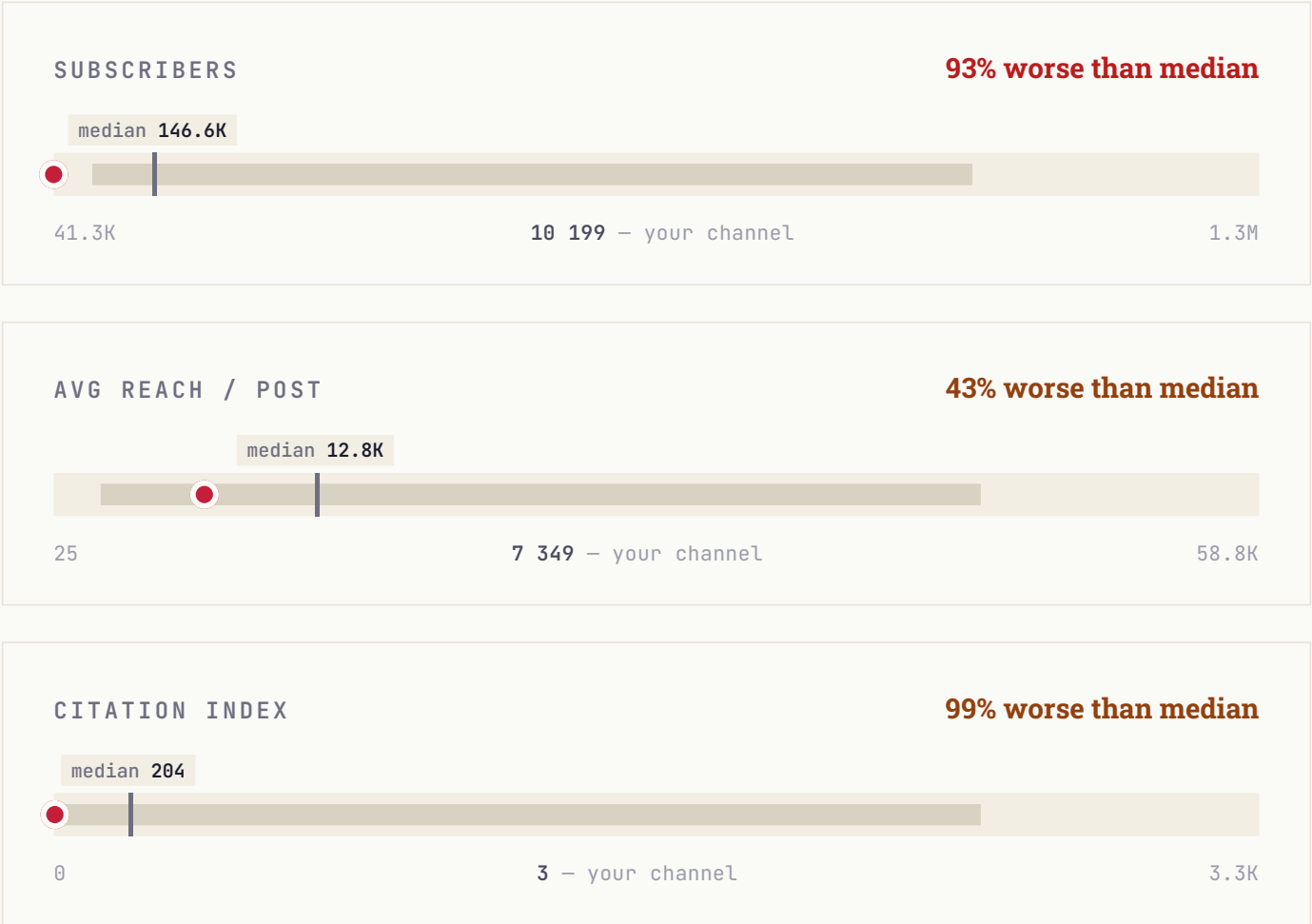
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	0	0	14 047	
December 2025	0	0	0	
Nov 2025	0	0	0	
Oct 2025	0	0	0	
September 2025	0	0	7 147	
August 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
0	6	21 194

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— 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

Increase posting frequency

Now 3.6 posts/wk. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Tuesday

On this day at 16:00 MSK the audience is most active.

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 finds 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 neighboring channels

Cross-post with similar 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 — what we can do in a few minutes using public data.

Want to go further — run ads through us and hit your growth target in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager