

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Russian Marketing



@smmrus

Author's blog about marketing, media, business and more. Authors' opinions are subjective and may not match yours. Ads and feedback:...

SUBSCRIBERS

125 162

-565 per month

ERR (% SEE POSTS)

7.0%

per day 4.3%

REACH/POST

8.9K

ad reach 5.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period it covers.

SUBSCRIBERS 125 162 —	SUBSCRIBER REACH 7.1% avg % of subs see post	VIEWS/POST 8.9K median 8.8K · 28 days	POSTS/WEEK 22.6 for the period
7D TREND +9.4% vs previous week	REACTIONS/POST 116.9 total 10,876 reactions, 8,495 reposts, 199 comments	POST LENGTH 505 chars median 484 · 28 days	POSTS ANALYZED 93 28 days
AD REACH 5.4K 24h avg	CHURN / MONTH -565 last month	CITATION RATE 863 citation index · 4,122 channels mentioned ever	CHANNEL AGE 10 years 9 months created 22.09.2015

AI EDITOR SUMMARY

Channel «Russian Marketing» – 125 162 subs. Each post averages 8.9K people (7% from subs), reach is low – consider expanding audience. Publishes 23 posts per week (~3/day) – active posting. For week Jun 15–21 reach up +9.4% to week Jun 8–14 – 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 **93** posts in 28 days.
- 02 Dominant format — **Photo** (44/93 posts).
- 03 Avg post length — **505** chars (median 484).
- 04 Peak audience activity — **Friday, 15:00 MSK**.
- 05 Top posts drive **3x** more views than the weakest (14.8K avg top vs 5.6K worst) — among 93 posts in 28 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 12:39 VIDEO Today VEB at SPIEF discussed hottest topics: YouTube, MAX, banned networks, all woven into a debate about...	VIEWS 17 942 REPOSTS 29	REACTIONS 97 ER 14.3%
Nº2 03.06 · 18:43 TEXT ✂National messenger MAX app removed from App Store	VIEWS 13 423 REPOSTS 363	REACTIONS 587 ER 10.7%
Nº3 04.06 · 07:45 VIDEO At SPIEF, Sberbank unveiled a new ATM that performs express health assessments using built-in pulse reading...	VIEWS 13 153 REPOSTS 240	REACTIONS 92 ER 10.5%

Nº4 10.06 • 19:27 **PHOTO**

Um, what?

VIEWS

12 489

REPOSTS

869

REACTIONS

320

ER

10.0%

Nº5 11.06 • 11:25 **VIDEO**

☒ #disimon Chistaya Liniya expanded its "67" ice cream collection Recently the brand released a cone with this number, and now introduced a new flavor...

VIEWS

12 444

REPOSTS

96

REACTIONS

64

ER

9.9%

WORST 3

↓ 26.06 • 11:22 **TEXT**

#nester Human Rights Commissioner in Russia Yana Lantratova says about app removal from App Store that "they are trying to dictate to us..."

VIEWS

6 021

REPOSTS

70

REACTIONS

231

ER

4.8%

↓ 26.06 • 14:05 **VIDEO**

☒ #disimon Pyaterochka decided to befriend Gen Z and released an ad for "food court kids" That's what they call teens who spend hours...

VIEWS

5 626

REPOSTS

69

REACTIONS

63

ER

4.5%

↓ 26.06 • 16:05 **TEXT**

Over the past six months I've been posting less for RM but more stories to my personal profile: lots of work trips...

VIEWS

5 122

REPOSTS

13

REACTIONS

41

ER

4.1%

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 and which it lost subs.



START OF PERIOD

NOW

NET GROWTH

128 601

125 147

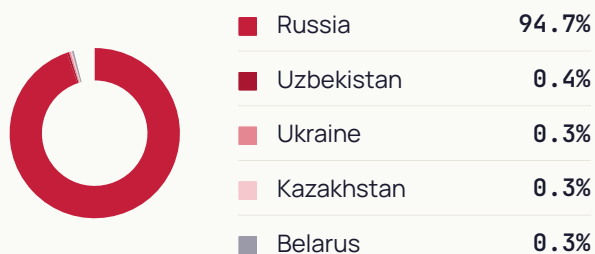
-3 454

SECTION 04 • CITATIONS

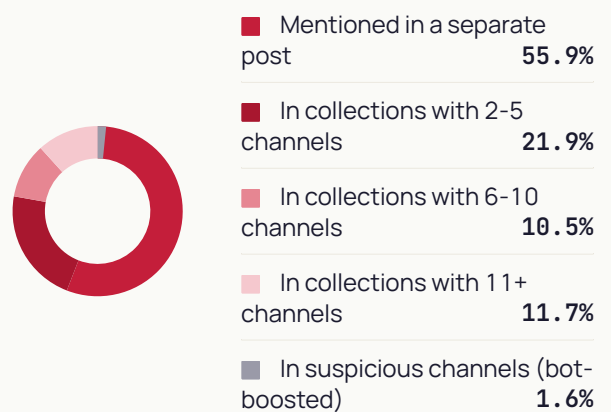
Who mentions the channel and how

Citation index **863** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel "weighs" more than from a 1K subs channel. All time the channel was mentioned **4 122** different channels.

COUNTRIES MENTIONING



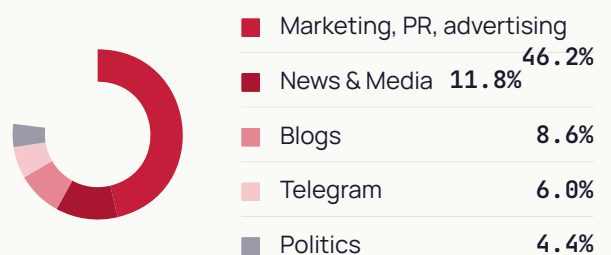
IN WHAT FORMAT MENTIONED



SIZE OF CHANNELS MENTIONING



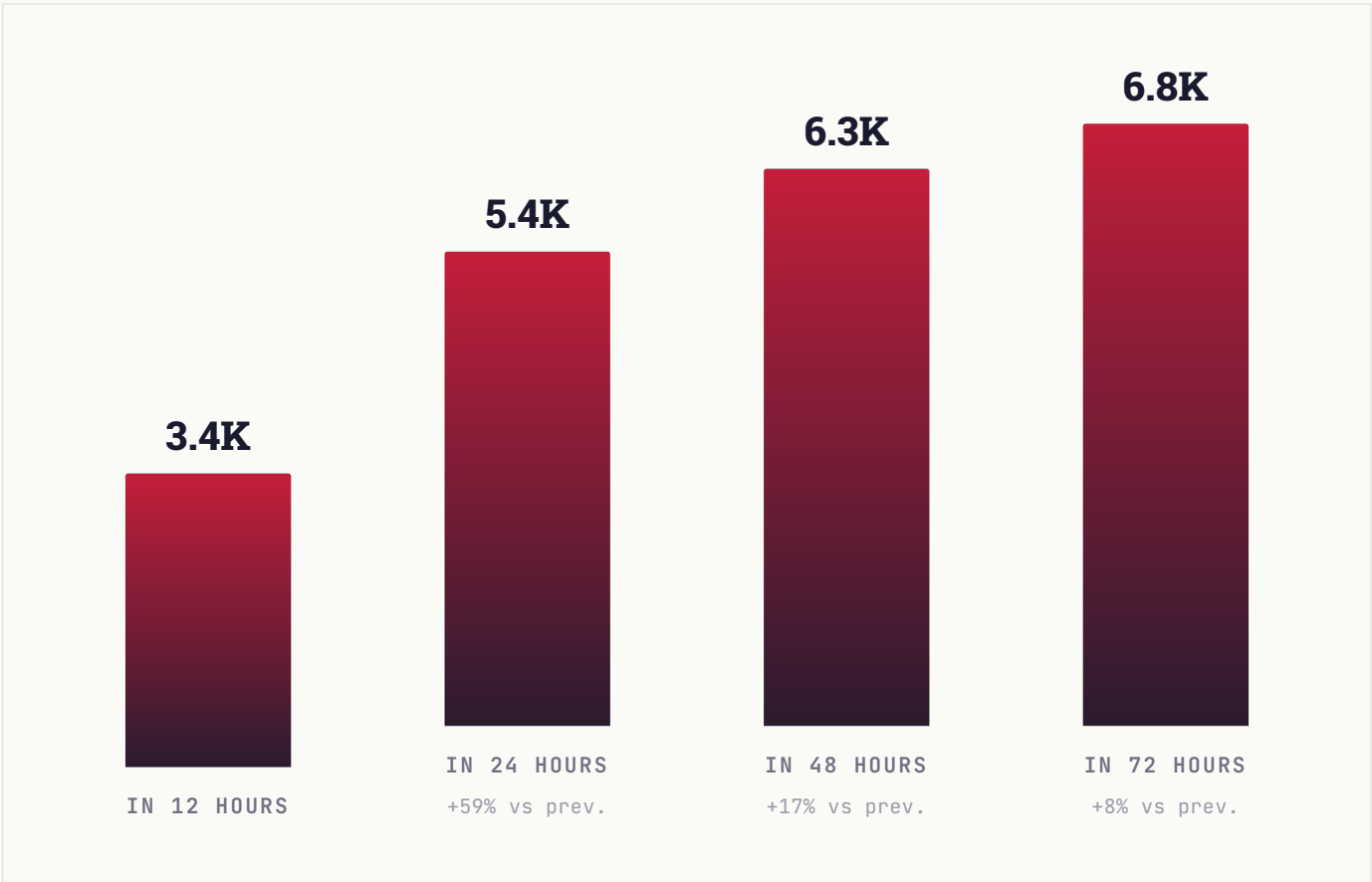
IN WHICH TOPICS MENTIONED



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. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Okak	1.6M
SE Search	1.3M
TR Trendly	1.2M
ER Customer is always right	1.1M
TB Trends by Russia	1.1M
SV Trending today	1M
TV Trend or leave	930.8K
TR Trendwatch	904.7K
RM Russian Marketing YOU	125.2K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#60 of 99). Niche median — 145.4K subs. First growth KPI — reach the median. Leader: My feed trends (2.5M).

SECTION 07 · MENTION DYNAMICS

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 **377**, they brought **1 133** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	41	31	0	
Nov 2025	76	39	134	
Oct 2025	75	46	174	
September 2025	49	29	174	
August 2025	64	27	188	
July 2025	72	36	463	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
377	6	1 133

— SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in category «Marketing, PR, advertising» (Russia) and saw how your channel looks against them. Gray bar — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

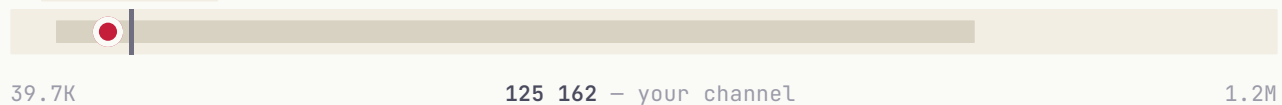
#60

/100

RANK IN NICHE

Channel in bottom half of ranking**SUBSCRIBERS****14% below median**

median 144.9K

**AVG REACH / POST****34% below median**

median 13.4K

**CITATION INDEX****better than 61% of niche**

median 204



— SECTION 09 • STRATEGY

What to do right now

5 priority actions sorted by expected impact. Can be checked off and revisited in a month.

01**Top post of the week — on Friday**

Audience is most active on this day at 15:00 MSK.

EFFECT

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

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress selects sources for the 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**

Swap posts with similar channels 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 searches by description. Add 3-5 keywords of your niche — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth target in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
