

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Taxes, Business & Rock-n-Roll | Roman Shpakovsky



@taxattorney_by

About taxes, business and drive from Roman Shpakovsky, ADIT,
lawyer, tax & M&A specialist, recommended by Legaltax (Belarus)
Write to: @roman_shpakovsky

SUBSCRIBERS

2 719

ERR (% SEE POSTS)

64.0%

REACH/POST

1K

+60 per month

last day 39.2%

ad reach 1.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

SUBSCRIBERS 2 719 —	SUBS REACH 38.4% avg % subs see post	VIEWS/POST 1K median 1K · —	POSTS/WEEK 1.0 for period
7D TREND — no data for period	REACTIONS/POST 25.0 only 25 reactions, 9 reposts, 0 comments	POST LENGTH 1,000 chars. median 1000 · —	POSTS ANALYZED 1 —
AD REACH 1.1K 24h avg	CHURN / MONTH +60 last month	CITATION RATE 2 citation index · 8 channels mentioned all time	CHANNEL AGE 4 years 2 months created 30.03.2022

AI EDITOR SUMMARY

Channel «Taxes, Business & Rock-n-Roll | Roman Shpakovsky» — 2 719 subs. Each post averages 1K people (38% of subs), good reach. Posts 1 posts/week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 1 posts for –.
- 02 Dominant format – Text (1/1 posts).
- 03 Avg post length – 1000 chars (median 1000).
- 04 Peak audience activity – Tuesday, 09:00 MSK.
- 05 Top posts get 0x more views than the weakest (348 avg for top vs 1K for worst) – among 1 posts over –. Analyze what top posts share: topic, format, timing.

TOP 1 POSTS

Nº1 09.06 · 06:54 TEXT Big interview "On the Case" "Sometimes the reason for increased risk lies in the economics of the industries themselves. There are segments where with a 'white' model...	VIEWS	REACTIONS
	1 044	25
	REPOSTS	ER
	9	38.4%

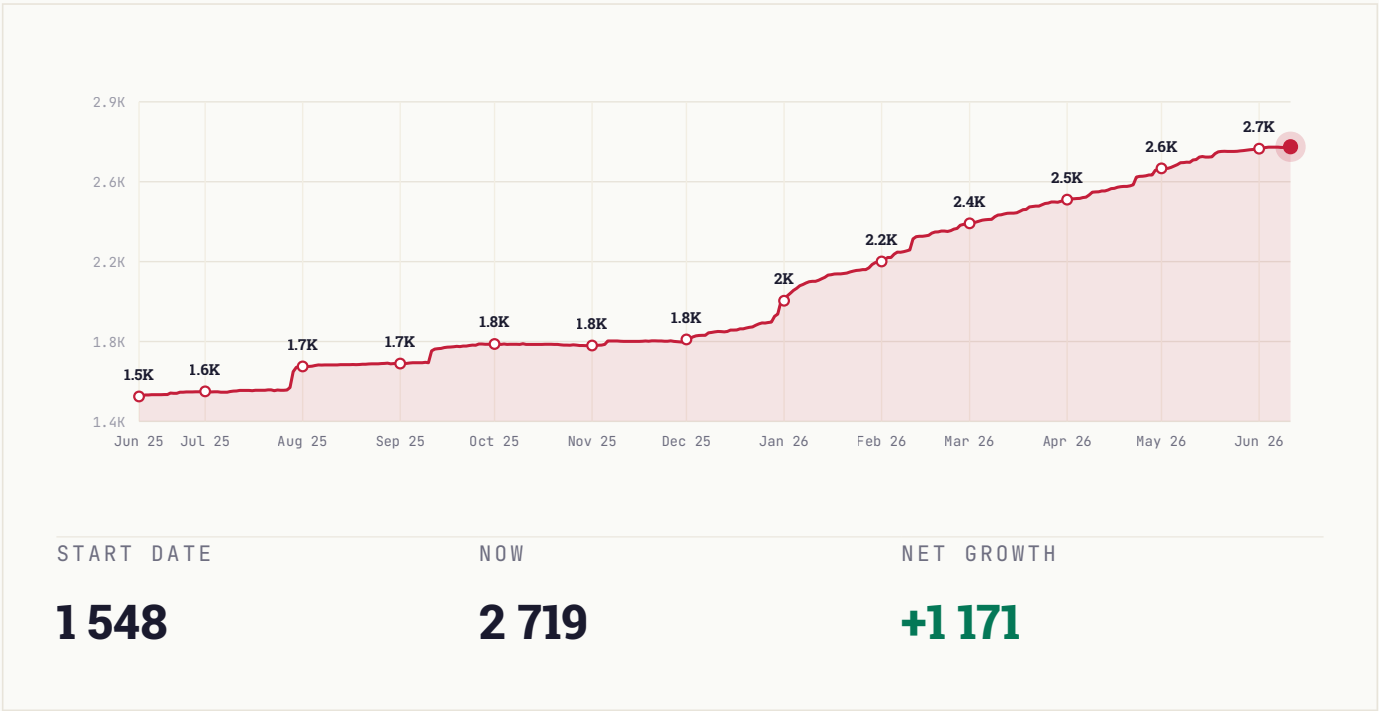
WORST 1

↓ 09.06 · 06:54 TEXT Big interview "On the Case" "Sometimes the reason for increased risk lies in the economics of the industries themselves. There are segments where with a 'white' model...	VIEWS	REACTIONS
	1 044	25
	REPOSTS	ER
	9	38.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 • MENTIONS

Who mentions the channel and how

Citation index 2 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **8** different channels.

MENTIONING COUNTRIES



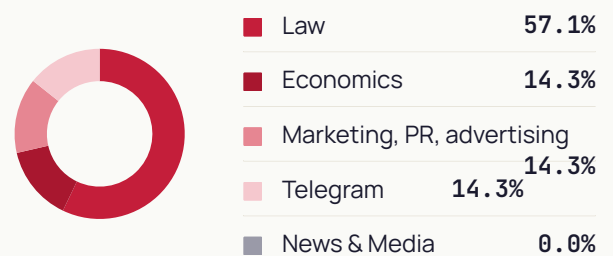
IN WHICH FORMAT MENTIONED



WHAT SIZE CHANNELS MENTION



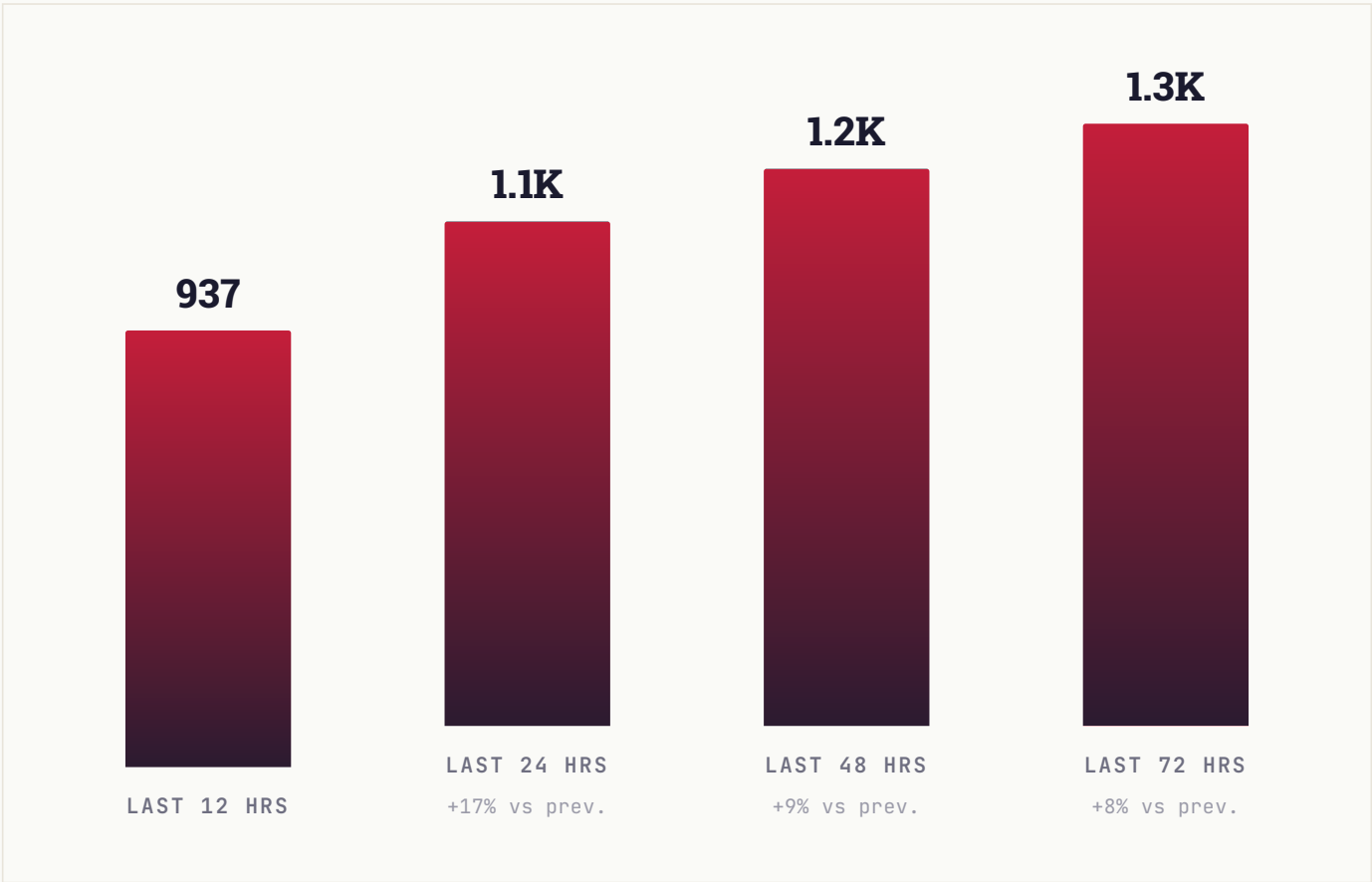
IN WHICH TOPICS MENTIONED



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge 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 place among niche neighbors.

CHANNEL	SUBSCRIBERS
A(Alfa-Bank (Belarus)	79.3K
Sat Sber Bank (Belarus)	39.2K
BK Belarusbank: channel	35.9K
MY Myfin.by	27.3K
MA MARCH	22.2K
PR Priorbank	18.2K
BA BANKI24.BY	17.7K
MR Ministry of Taxes and Duties of Belarus	15.1K
ER Operational Management of the MNS Inspection for Minsk	14.6K
BE Belagroprombank	11.1K
NB Taxes, Business & Rock-n-Roll Roman Shpakovsky	2.7K

COMPARATIVE CONCLUSION

Channel in upper half of niche (#28 of 67). Niche leader — Alfa-Bank (Belarus) (79.3K), median subs 1.7K. Aim for the first quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1**, they brought **474** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
December 2025	0	0	193	
Nov 2025	0	0	27	
Oct 2025	0	0	11	
Sep 2025	1	1	96	
August 2025	0	0	20	
July 2025	0	0	127	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
1	6	474

SECTION 08 · NICHE COMPARISON

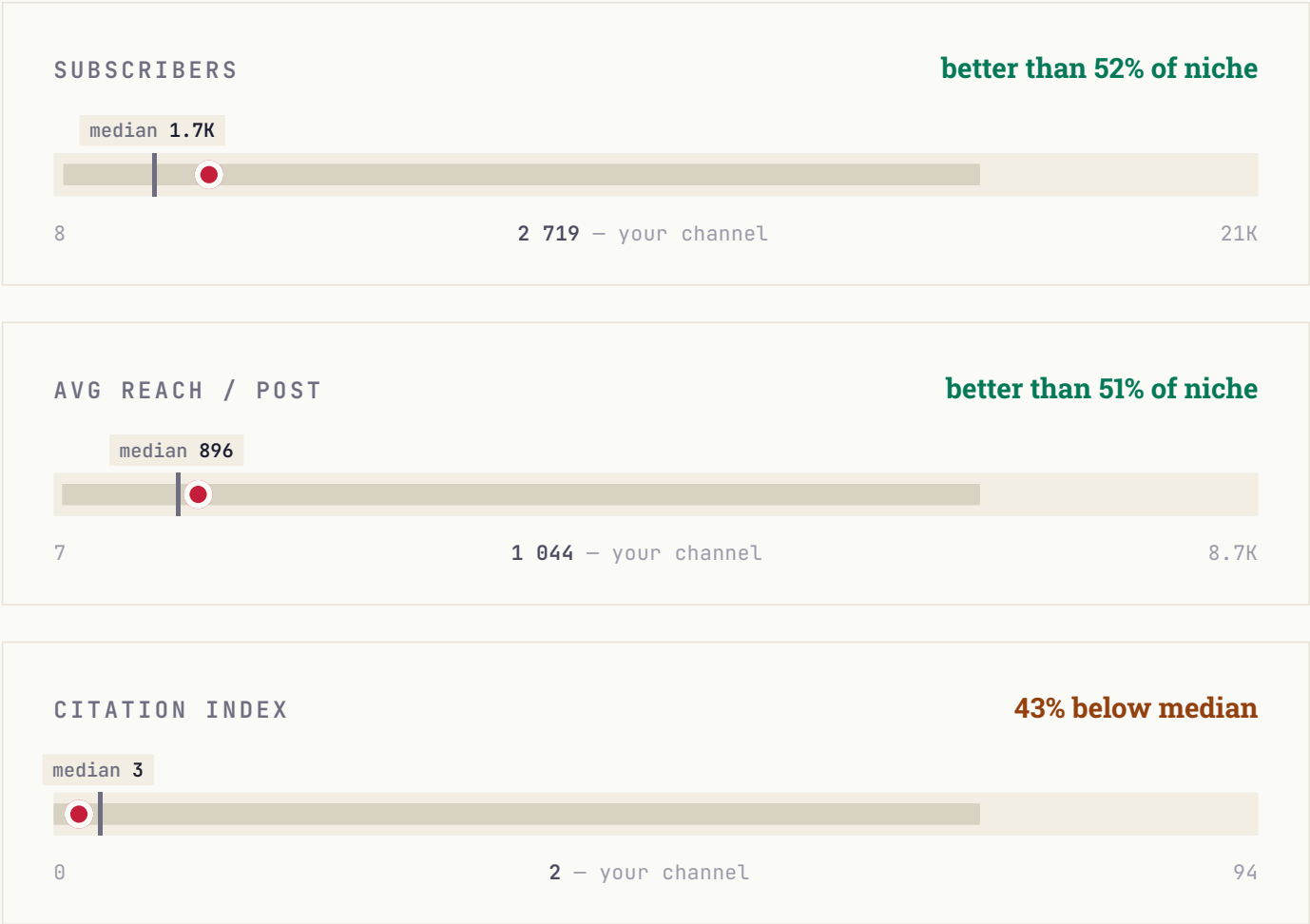
Where the channel stands in its league

Took top-67 channels in category «Economics» (Belarus) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#28/67

RANK IN NICHE

Channel in top half of ranking



— SECTION 09 · STRATEGY

What to do right now

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

01**Increase posting frequency**

Now 1.0 posts/wk. Active channels avg 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Top post of the week — on Tuesday**

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

EFFECT

**Best window
for important
posts****03****Increase video post share**

Video in Telegram holds audience longer and is favored
by the algorithm. Aim for 15-25% share.

EFFECT

**Video retains
audience
better****04****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****05****Test polls & interactive formats**

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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