

PROMTPRESS PUBLIC REPORT

Channel audit

Gutnik Oleg - Digital Marketing



@websstudio

Author's marketing blog that survived global crisis, sanctions, pandemic, social media bans, brand exits, mobilization, and dollar at 110 rubles. RKN:...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
50 514	22.0%	10.7K
02.07.2026 +170 per month	last 24 hrs 20.8%	ad reach 10.5K/24h

HTTPS://PROMTPRESS.COM/AUDIT/WEBSSTUDIO

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 50 514 —	 SUBS REACH 21.23% avg % subs see post	 VIEWS/POST 10.7K median 10.7K · 22 days	 POSTS/WEEK 2.9 for period
 7D TREND -0.7% vs previous week	 REACTIONS/POST 199.0 total 1,791 reactions, 276 reposts, 372 comments	 POST LENGTH 980 chars median 1000 · 22 days	 POSTS ANALYZED 9 22 days
 AD REACH 10.5K 24h avg	 CHURN / MONTH +170 last month	 QUOTABILITY 84 citation index · 287 channels mentioned all time	 CHANNEL AGE 8 years 6 months created 16.12.2017

AI EDITOR SUMMARY

Channel «Gutnik Oleg · Digital Marketing» – 50 514 subs. Each post avg views 10.7K people (21% of subs), avg reach – room to grow. Posts 3 posts/week (~0/day) – rare. Week Jun 15–21 reach stable (-0.7% vs week of June 8–14).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 9 posts in 22 days.
- 02 Dominant format – Photo (9/9 posts).
- 03 Avg post length – 980 chars (median 1000).
- 04 Peak audience activity – Tuesday, 08:00 MSK.
- 05 Top posts get 1x more views than the weakest (10.8K avg top vs 10.7K worst) – among 9 posts over 22 days. Analyze what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 05:25 PHOTO 😓 WHY IS IT USEFUL TO CHANGE YOUR SURROUNDINGS? A few months in another country reminded me of a simple thought. We get used to things very quickly...	VIEWS 10 802 REPOSTS 41 REACTIONS 198 ER 21.4%
Nº2 12.06 · 05:33 PHOTO 😓 EVERYONE AROUND IS A**HOLES, AND I'M THE ONLY D'ARTAGNAN! Once I overheard a conversation between two moms. One says to the other: «My son went for a walk. In...	VIEWS 10 772 REPOSTS 1 REACTIONS 200 ER 21.3%
Nº3 25.06 · 04:38 PHOTO 😓 THEY'RE NOT BUYING FROM YOU AND HERE'S WHY. Every time you present yourself as a marketer, designer or coach, you put yourself in the same league as...	VIEWS 10 763 REPOSTS 61 REACTIONS 205 ER 21.3%

Nº4 17.06 • 04:22 PHOTO  HOW IS A DREAM DIFFERENT FROM A GOAL? Ready? I want to talk to you about the difference between a dream and a goal – in my understanding. They are like two different...	VIEWS 10 736 REACTIONS 198 REPOSTS 1 ER 21.3%
Nº5 03.06 • 04:29 PHOTO  THE SECRET INGREDIENT THEY DON'T ADD TO CONTENT... If you've ever looked at someone else's content and thought: «Why does he have this...	VIEWS 10 731 REACTIONS 204 REPOSTS 37 ER 21.2%
WORST 3	
↓ 24.06 • 13:27 PHOTO  SOCKS, SHAVING FOAM OR SONY PLAYSTATION? ▪ Customer Development If you start by studying your audience, many decisions become...	VIEWS 10 700 REACTIONS 201 REPOSTS 60 ER 21.2%
↓ 11.06 • 07:36 PHOTO  HOW TO WORK IN SUMMER WHEN YOU DON'T FEEL LIKE IT? Summer. Sun, warmth, friends inviting for BBQ. And you sit at your laptop trying to force yourself...	VIEWS 10 673 REACTIONS 196 REPOSTS 35 ER 21.1%
↓ 16.06 • 10:16 PHOTO  HOW I WORK IN A TEAM? ➡ I choose the right people. I need those who ask lots of questions and are ready to discuss different ideas. If someone...	VIEWS 10 605 REACTIONS 194 REPOSTS 1 ER 21.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

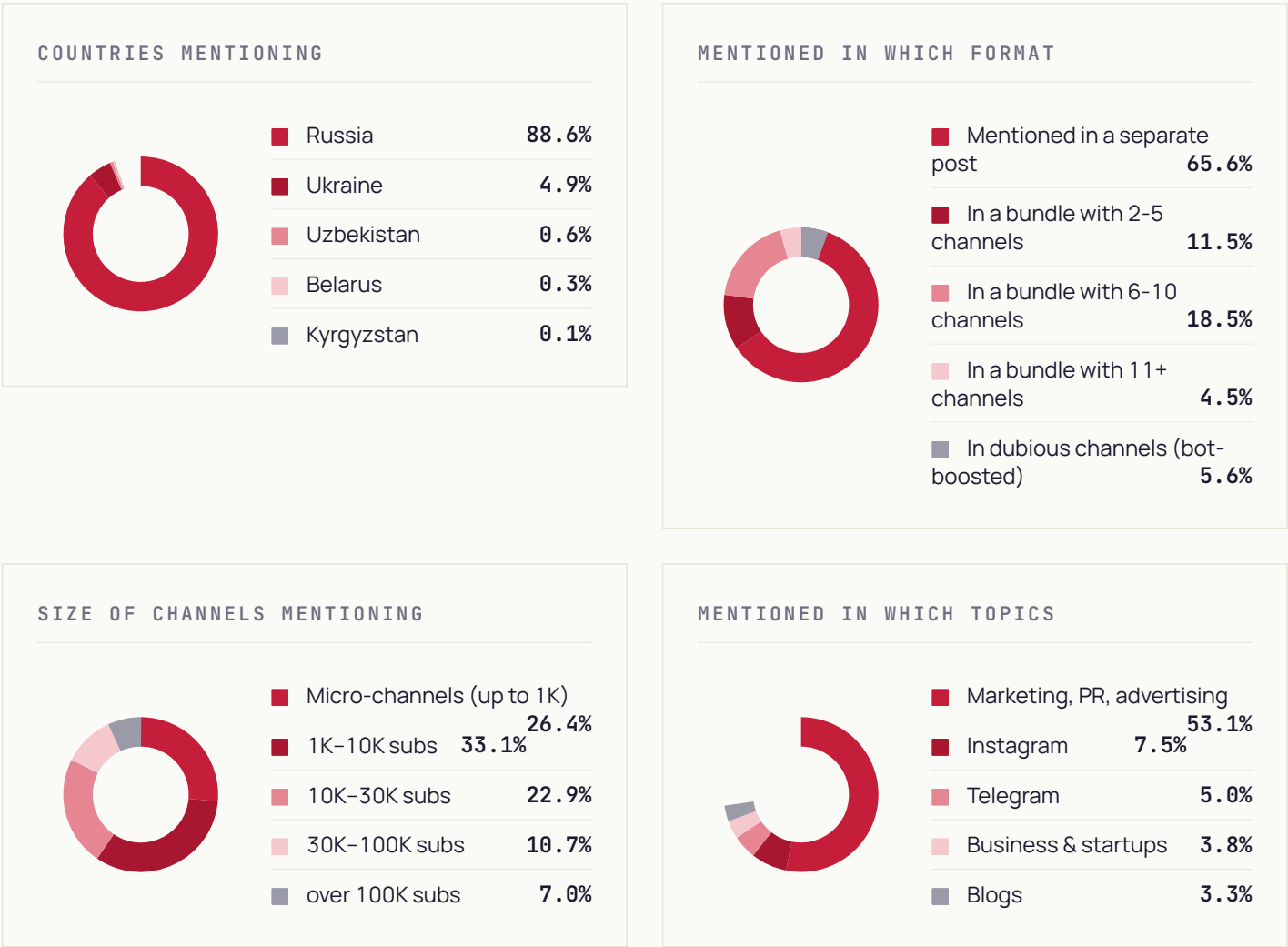
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which months subscribers left.



SECTION 04 · MENTIONS

Who and how mentions the channel

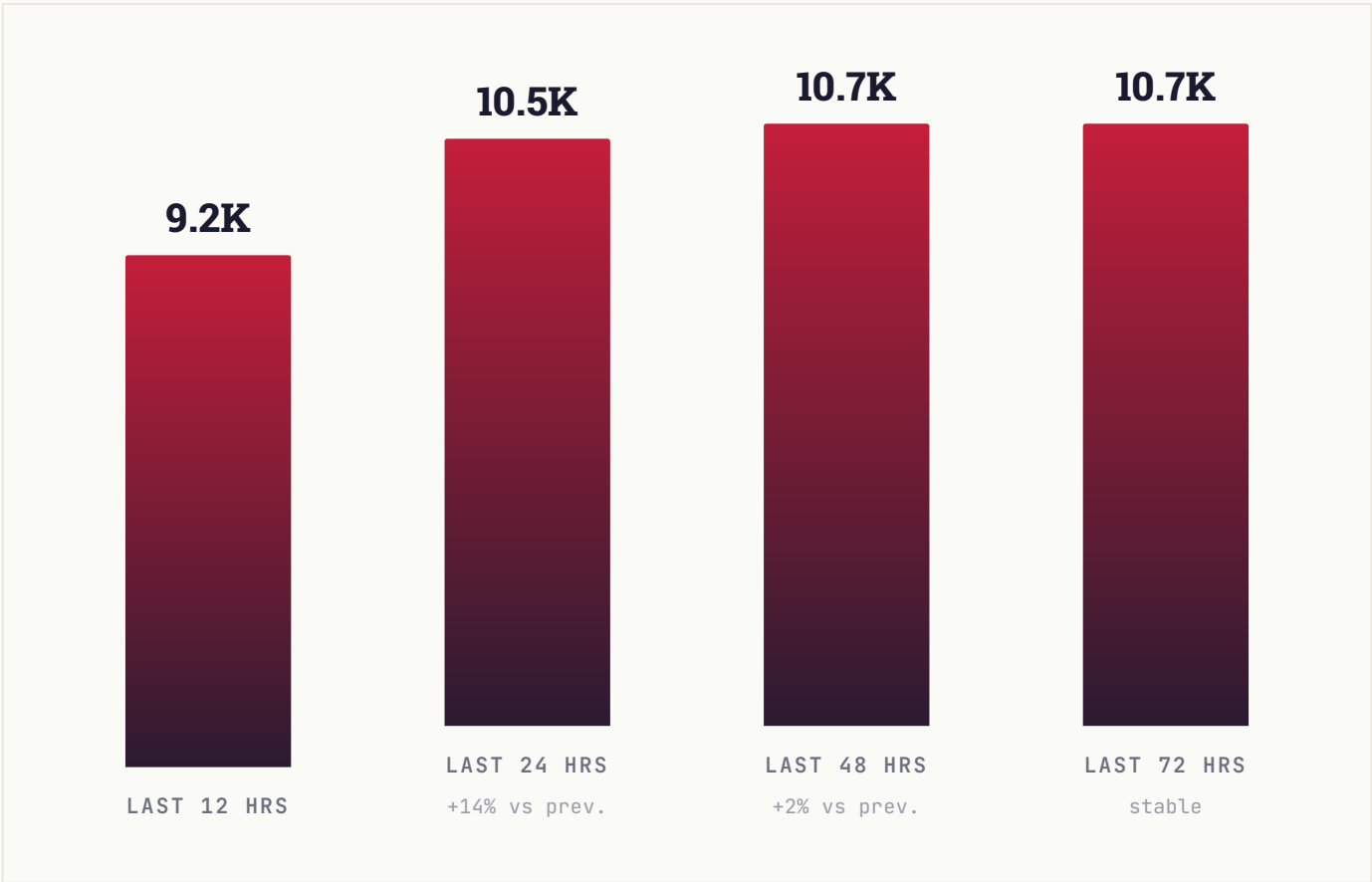
Citation index **84** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **287** different channels.



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 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
TM My feed trends	2.5M
MO Ice cream	1.8M
OK About	1.6M
ER Search	1.4M
TR Trending	1.2M
ER Customer is always right	1.1M
TB Trends by Russia	1.1M
AVG Trending today	1M
TV Trend or leave	927.6K
TZ Set trends	922.6K
GO Gutnik Oleg · Digital Marketing YOU	50.5K

COMPARATIVE CONCLUSION

Channel not yet outside top 99 niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.6K. First goal: enter top-99 through systematic work on traffic and content.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **155**, they brought **5 535** new subs.

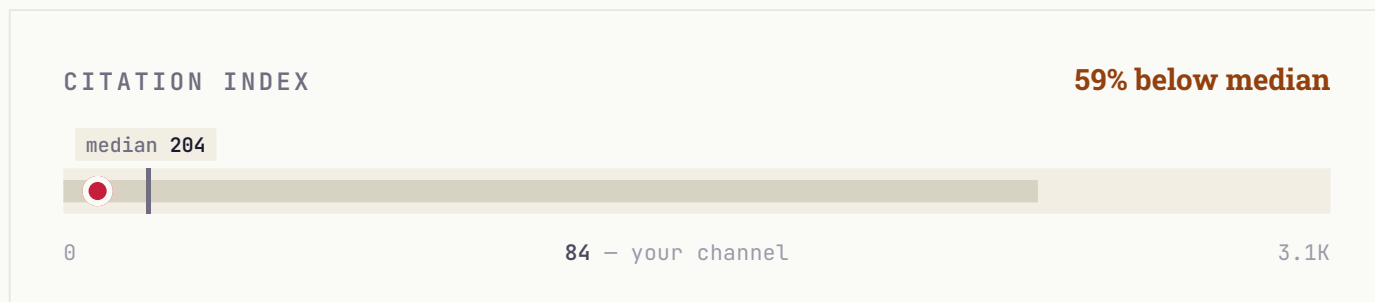
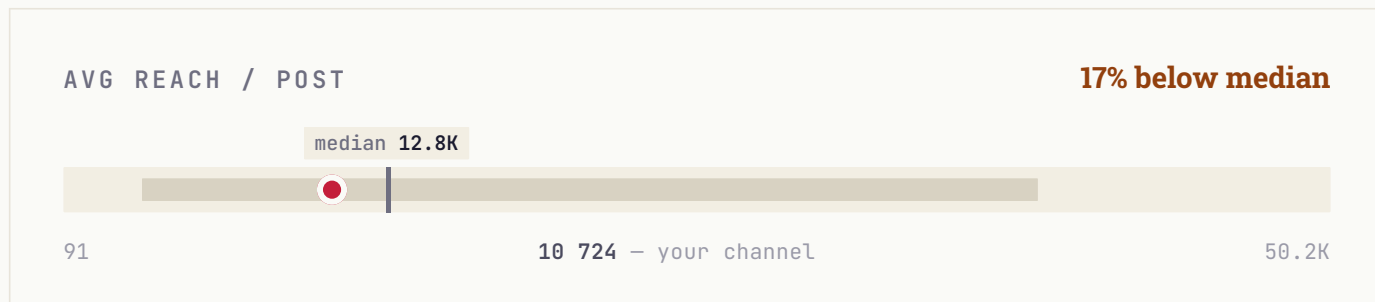
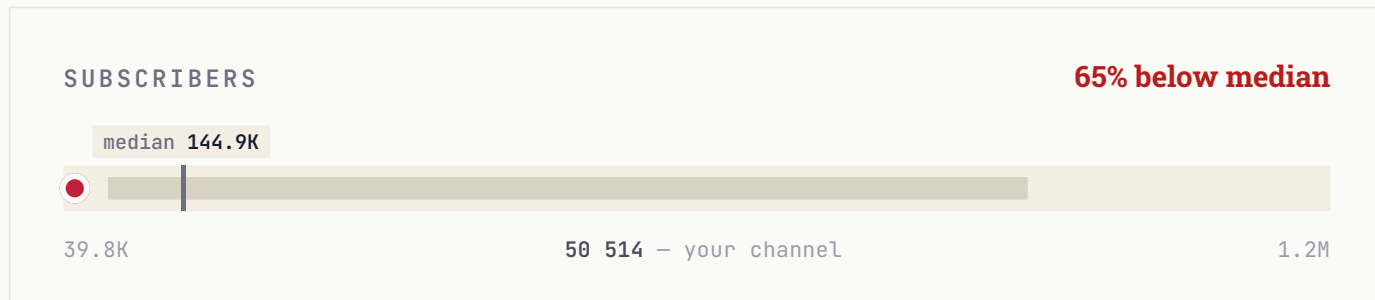
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	6	6	956	
December 2025	11	6	1 512	
November 2025	22	9	1 832	
October 2025	31	8	115	
September 2025	25	6	330	
August 2025	60	19	790	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
155	6	5 535

— 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 covering 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 them off and revisit this report in a month.

- | | | |
|----|---|--|
| 01 | Increase posting frequency
Now 2.9 posts/week. Active channels average 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 08:00 MSK. | EFFECT
Best window for important posts |
| 03 | Increase video post share
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%. | EFFECT
Video retains audience better |
| 04 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress picks sources for your niche. | EFFECT
+1000-3000 subs |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — an easy growth lever. | EFFECT
+5-15% ER |

★ 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 & hit 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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