

Guide to Telegram Channel Promotion



https://telegram.me/SahityaJunction_bot

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WHO IS THIS GUIDE FOR?



In the last 2 years, I have chatted with over a hundred telegram channel admins to learn how they manage their channels. So, I collected all this feedback, my own experience of using the platform and managing the telegram channel and created the most comprehensive guide on promoting Telegram channels.

I'd like to start by saying that this guide is not for everybody! This is not for people for whom the telegram channel is just a hobby and those who are not ready to work on their channel. I will not show you a magic button that will bring you thousands of real subscribers for free. Admins have told me about a bunch of snake oil salesmen who promised that they would show them an easy hack to bring thousands of new followers. It was all bullshit. I have been using Telegram for 9 years since it was launched, I've tried every feature Telegram has launched and so far, I haven't found a single easy hack to get even a hundred users to join your channel for one simple reason - these subscribers are real free people, not slaves and they can't be forced into any channel by some "magic hack". Whatever we will discuss further is not easy, but it definitely works because I and a bunch of other admins have tried these techniques on their channels.

However, before we go further, why should you spend so much energy on succeeding in Telegram? Why not just stick to other social media like Facebook or Tiktok? A telegram channel is more similar to an email subscription list than a traditional social media account. To illustrate it check out the chart below.



The best way to deliver your message and receive instant feedback is through private conversation, however, if you decide to convey your message by making a movie or TV show, you would have to pass dozens of obstacles (like TV or cinema execs, producers, etc) and it will take a long time to receive feedback from everyone who saw your show or movie, in the same way when you post something on your social media account it's the feed algorithms that decide to show your post to subscribers or not (some of your posts or the whole account could receive shadow ban to limit the number of users who can see it). However, unlike TV or Cinema, you can receive instant feedback from users from comments, shares, likes, and DMs.

Traditionally bloggers were using email subscription lists for delivering uninterrupted messages to lots of people, with an email list you can be sure that 100% of messages you've sent out to your subscribers will be delivered to your subscribers, but an email list does not give that instant feedback functionality that social media do - this is the precise problem that Telegram solves with Telegram channel.

TELEGRAM CHANNEL IS LIKE AN EMAIL SUBSCRIPTION ON STEROIDS.

In a way, managing a telegram channel is very similar to managing an email subscription list of your followers, but unlike email, you can have a bunch of additional things like group chat, comments, reactions, streaming, and other cool stuff. So if you already have a decent following on other social media platforms and you were wondering whether you should put effort into the telegram channel - the answer is most definitely YES, YOU SHOULD.

So, you followed my recommendation and created your Telegram channel, posted several posts and where are the followers? Even though we have been hearing some rumors, there's no feed in Telegram at the moment, which means that your content is not going to get any publicity by default, you have to promote your channel yourself! And for new channels from 1-1000 subscribers, it's hustling time! We will go over 12 ways to promote your telegram channel and I will also explain what type of promotion you should avoid.



SHARE YOUR CHANNEL WITH FAMILY AND FRIENDS

The first and the easiest subscribers to get are our family and friends. The best thing is if you can get them to comment on your posts, this will show all the new users that even though your channel is small, but topics you cover are interesting and engaging to other followers. You can add 200 first Telegram Channel members for free from your contacts. Once you reach the limit of 200, this possibility is automatically turned off. But you can still share your channel in private messages with your contacts and ask your friends to spread your link to their friends. Some good networking can boost 200-300 members of your channel within a few days. This means affords you, free members, it is the easiest way to add the first Telegram members and is great for a start. You will also be able to get future content ideas based on the things your subscribers discuss. Make sure that commenting and emoji reactions are available on your channel. To do that you should:

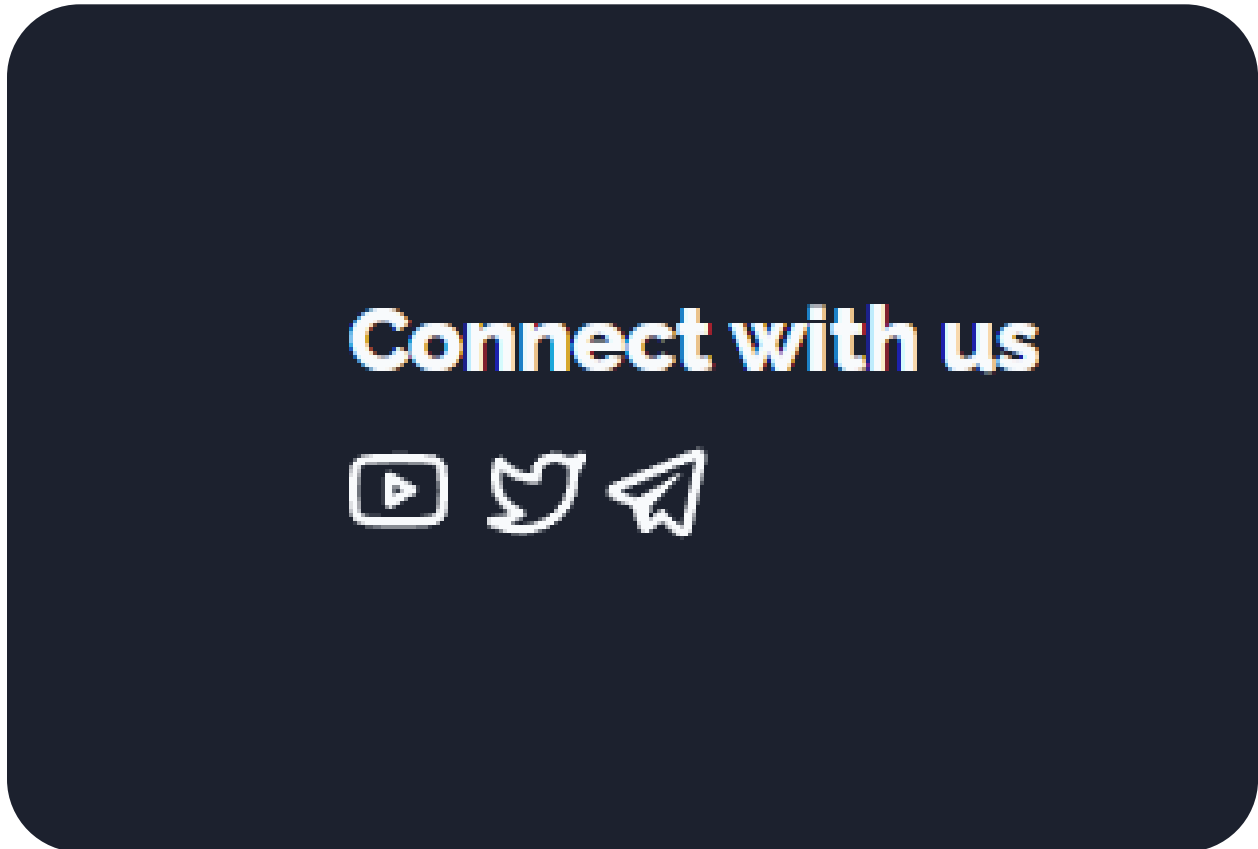
1. Create a Telegram group chat
2. Tap on the channel header.
3. Open channel settings.
4. Tap on the "discussion" section and link a discussion group to your channel.

PERSONAL SOCIAL MEDIA

Friends and followers on your social media are the most loyal audience. Most people in the world use social media for learning and entertainment purposes. Be sure to write in detail about your channel, and share teasers of posts that are published there and are planned in the future. On Instagram, add a link to the channel in the profile description, on Facebook - in the "biography" section. You can as well use Facebook pages or other social accounts with followers to promote your new Telegram channel.

Use your social networks not as one-time advertising, but as a tool for announcing new posts in your channel. Format should be Post's Teaser + link to Telegram that leads to the rest of the post. Facebook News Feed algorithms give a shadow ban to posts with links to a third-party site. Also, post some useful and interesting posts on your channel and request the members to join there to get more stuff like that. If you are using WhatsApp, then you can also request your friends to join your new channel. This is the trick on how to promote the Telegram channel on social media. To avoid a shadow ban, add a link in the first comment of your Facebook post. Or ask interested people to leave a "plus" in the comments if they want to receive a link to the channel in private messages. It will take longer, but the post will potentially gain more reach through additional comments. *Possible growth: 30-300 subscribers.*

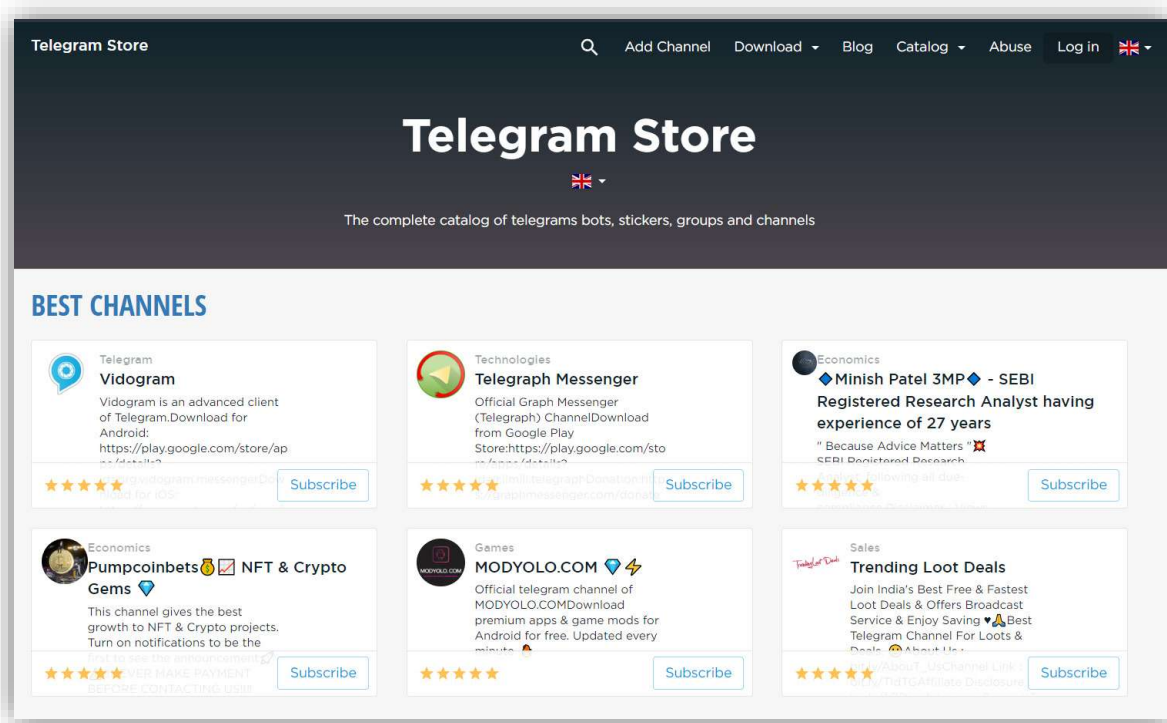
ADD A LINK TO THE SOCIAL MEDIA BLOCK ON YOUR WEBSITE



For corporate telegram channels, you need to add a link to the social media block on your website. If you have a blog, announce the new channel in an article. To achieve this, you can create an attractive image ad for the sidebar or header and put your channel's link there. If the image is attractive, then the visitors to your blog will surely follow that link. To make it more authentic, put your Blog's link in your channel's description. By the way, email marketing is also a great way to get new subscribers to your channel. Possible growth depends on the traffic on the site.

ADD THE CHANNEL TO TELEGRAM

CHANNEL CATALOGS



This is the easiest means of increasing Telegram channel members. Here, you need to add your channel by submitting the form. If your channel shows on the front page, then you'll get Telegram members automatically without doing any extra work. In a few days' intervals, ask your channel members to give your channel 5 star.

Remember that, if you get a lower rating, then your channel will be disappeared from the first page. There are several specialized directories of telegram channels on the internet. Sign up for a dozen of these to get new subscribers. The increase is small, but in most cases it is free, and registration on each resource takes a few minutes.

List of catalogs I suggest adding your channel to:

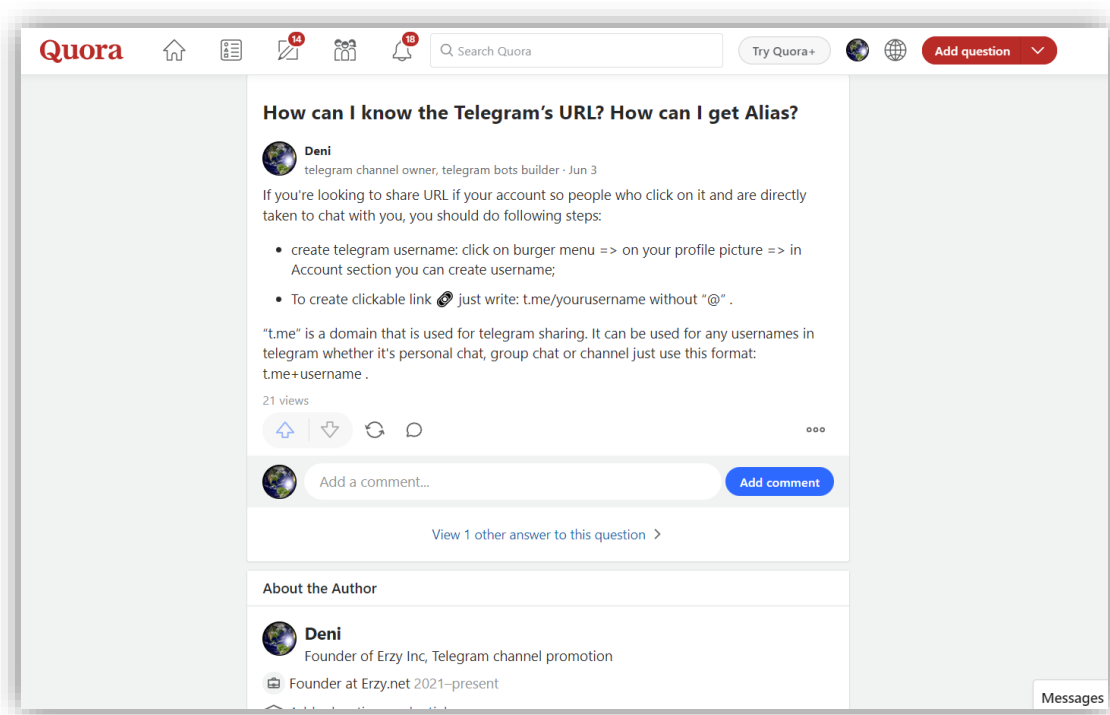
- telegram-plus.ru
- 100wmz.com
- <https://tlgrm.eu/channels>
- <https://telegram-store.com/catalog/channels/add>
- <https://telegramchannels.me/>

- <https://telegramcatalog.com/en/channels>
- <https://tdirectory.me/search/catalog>
- <https://tgstat.com/>
- telega.in
- list.yablogo.su/tag/telegram/
- tgviewer.github.io
- uztelegram.com
- channelgram.com

CONTENT MARKETING (FORUMS)

This is the main point that brings in the consideration of the individuals to give quality content on a channel. So, helpful content characterizes if the users stay on your channel. The objective of this is for more potential users which you will get to develop your channel.

This method is much more difficult. But it can give a significant increase in readers without an advertising budget. Telegram has a bunch of channels with tens of thousands of subscribers who got them only through competent content marketing. The logic is simple: you write an article and place it for free on an external resource and add a link to your channel into the text. When you make good and fantastic content to define your channel and it is perfectly essential to share it with viral content. So, we recommend you share your content on other channels or social media like Twitter. You should find the channels that are closely related to your channel and also, share your content on these channels. There are several existing forums like Quora and Medium that make it possible for multiple channels and where they can communicate and advertise. Therefore, introduce and share your channel and content on popular forums to gain many views and growth of your channel.



Either organically in the article itself, or at the end as a source of information. The link should be as natural as possible inscribed in the text. The more useful your article is, the more views it will gain. From experience, every 100 views give 0.5-2 new subscribers. To get 100 subscribers, an article must get 5-20 thousand views. These are achievable numbers for popular user-generated content sites. And if you use several of them at once and do it all the time, you will get one of the most effective free promotion methods.

Sites that are suitable for attracting new subscribers:

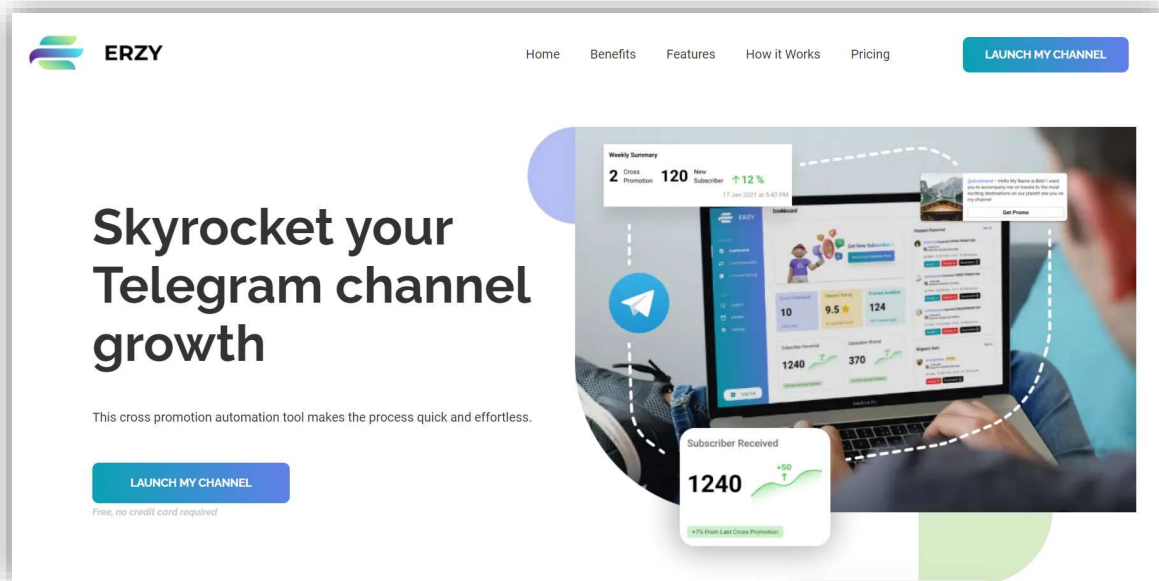
- Quora: Quora could be described as the Wikipedia of questions. Quora helps us a lot in increasing Telegram channel members dramatically. In Quora, a lot of people ask different questions related to Telegram messenger. You can use this platform to add members to the Telegram channel quickly. If you know the answer to any Telegram-related questions, then provide your answer and leave your channel's link after the post. It'll attract readers to visit your channel. They make pay interest to join there. You may not believe it, but by using Quora, you can gain thousands of members in a few days. You can also use other Q&A sites to promote your channel.
- Medium;

Possible growth: I know channels that get 50k subscribers just doing this method.

CROSS PROMOTIONS

Cross promotion is when two or more bloggers get a free promotion or attention from each other's audience. Usually, it works best between channels that talk about similar things and have a similar number of average post views and subscribers, and even engagement. Post views and engagement are important because some admins like to buy fake users to pretend that their channel is lots of followers when in reality it's a dead channel and you would be wasting your time doing a cross promo with such a channel. There're 3 ways to execute cross-promotion:

1. Use the Erzy cross-promotion platform:
2. Look for cross-promo partner in cross-promotion group chats;
3. Participate in cross-promotion mega.



The easiest and most consistent way to do cross-promotion is through Erzy.net: This cross-promotion automation tool makes the process quick and with less stress. Erzy creates an automatic, no-contact cross-promotion flow for your channel. Cross promotion on Erzy.net includes the following:

- Automatic posting and deleting of promo posts: Automatic posting and deleting of promo posts
- Easy installation: It takes only 3 easy steps to install Erzy on your channel and start scheduling cross promotions with other channels in your category

- Easy scheduling: With Erzy scheduling of cross-promotion you can plan promotions for a year ahead.
- Search for the best promotion partner: Erzy tracks all of the channel stats so you do not have to worry if the channel you choose for cross-promotion is a good fit for your channel.

Erzy installation manual can be found here: <https://tinyurl.com/erzy-manual-en>

Now that you've installed the bot on your channel you can either wait until you receive a request for cross-promotion from other channels or you can send a cross-promotion request yourself.

WHY IS IT BETTER TO DO CROSS PROMO THROUGH ERZY?

This is like asking “why is it better to use Uber than hitchhiking?”. You never know who you are going to deal with, so it's best to have a service that can ensure that your transaction goes smoothly. Every channel gets a rating after the completion of cross-promotion this forces every participant, to be honest. If your channel has a high rating and has a high number of subscribers shared, more channels would want to do cross-promotion with you. group chat.

Possible growth: 5-2000 per cross promo depending on the channel size.

LOOK FOR CROSS-PROMO PARTNERS IN CROSS-PROMOTION GROUP CHATS

Now let us look for a cross-promotion partner manually.

There are many group chats where you can look for cross-promo partners. To look for their type “cross-promotion” in a search bar.

We shared a link to one of the group chats below:

https://t.me/super_crosspromotion

https://t.me/Crypto_CrossPromotion

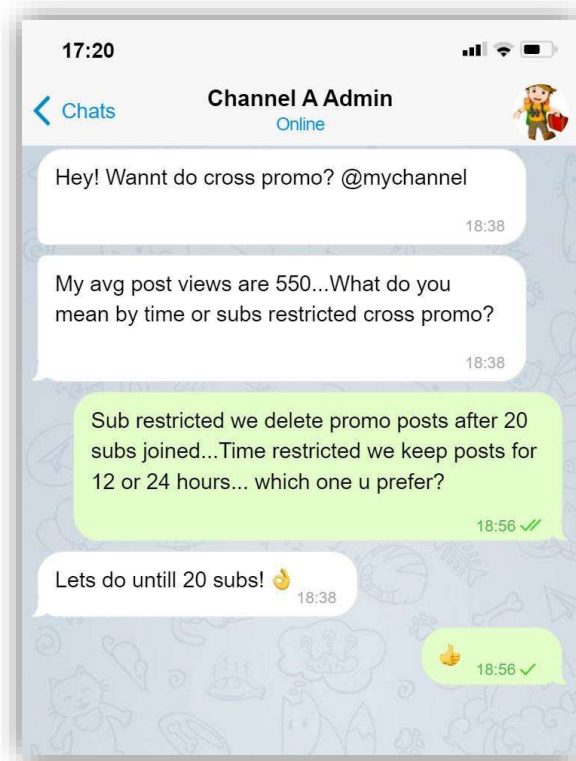
https://t.me/cross_promotion_co

https://t.me/cross_promotion4

<https://t.me/MoviesCrossPromotion>

https://t.me/Promosi_channel

To start cross-promotion you can contact directly one of the users in the group chat and ask them if they would like to do cross-promotion with your channel.



Possible growth: 5-2000 per cross promo depending on the channel size.

CROSS-PROMOTION MEGA

Ok, now we move on to the last cross promotion type, it's called mega. It's a cross-promo when all of the participants are bundled up together in one gigantic promo post and then they all have to share this gigantic post on their channel. When cross promotion starts you have to write your channel username and short channel description. Then you have to monitor this group when the admin completes the mega post and reply that you're ready for cross-promotion (otherwise your channel will be deleted from mega). Next, the admin writes the exact date and time when the post has to be forwarded to your channel. (if you don't do it on time you can get banned from future participation). Ok, now we forwarded the mega into our channel, and wait for 24 hours. Once cross-promotion is complete you can delete this mega post.

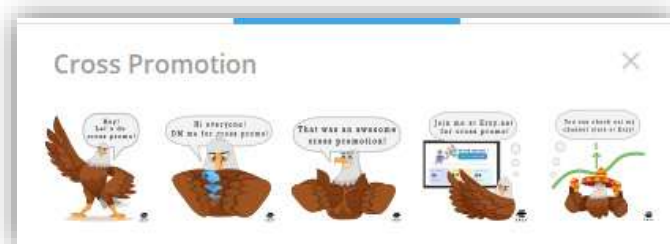
I do not like Mega cross promotions for the following reasons:

- Most Megas are ugly and useless to your subscribers;
- It doesn't attract many subscribers;
- It requires lots of time and effort.

Possible growth: 2-50 per cross promo it's very hard to hit big numbers here.

AUTHORS STICKERS

Telegram stickers are a universe of their own, with people having entire conversations in cool graphics, memes, or movie quotes. And it's largely possible because Telegram allows you to make your very own stickers. The best thing about making Telegram stickers is that you don't need to have a developer account or pass a long and painful review. You just send images to a bot to create a Telegram sticker. Create your original sticker pack. In some stickers, you can enter the name of a brand, channel, or phrase by which the audience recognizes you. For a sticker pack, use popular themes that match the motivation and psychology of your target audience. When downloading stickers, their creator is also indicated, so if the stickers are widely used, subscribers will periodically open their author and go to the channel.



STEPS TO CREATING YOUR OWN STICKERS.



DESIGN YOUR STICKERS

You don't have to be a professional graphic designer to create Telegram stickers. If you are, that's great—now you have another free way for you to promote your art. But if you're not, don't let that hinder you. Some of the best Telegram stickers are hilarious meme-like creations, arranged together out of quotes and photos. Even basic design skills will be enough for those. The stickers you create have to follow unified design requirements. Don't worry, though, because these are quite simple: (i) Telegram stickers must be PNG images, with a transparent background, and must be 512 x 512 pixels. (ii) Each sticker should be a separate image file. Designing and uploading them is quite easier on desktop than on mobile, so you might want to use Telegram for Mac, Telegram for Windows, or Telegram Web. (iii) The icon for your sticker pack is not mandatory. If you'd like to have one, design a 100 x 100 PNG image with a transparent layer. It's vital to understand that using things like movie quotes to create your stickers is a copyright infringement. Yes, that's just the way memes are made, but unlike a meme, your sticker pack will likely be taken off Telegram if the copyright owner complains. That said, there seems to be no copyright check when you upload your designs.

The average Telegram sticker pack includes between 10 and 20 stickers, but you're not limited in how many you want to upload. Some packs have more than 100 stickers, and you can keep coming back and adding new ones even after you publish. As you've probably already noticed, you don't need a Photoshop subscription to create Telegram stickers. You can make your design using a mobile sticker maker app or any of these free alternatives to Adobe software. We designed ours using the SVG-Edit web app.

FIND THE TELEGRAM STICKER BOT

Once your own Telegram stickers are ready to roll out, find the Telegram sticker bot. You can do that either by following the link above or by opening Telegram and typing "stickers" into the search field. You'll see the following list of commands you can use in the chat area:

1. `/newpack` to create a new Telegram sticker pack.
2. `/addsticker` to add sticker to an existing pack.
3. `/delsticker` to remove a sticker from a pack.
4. `/ordersticker` to reorder stickers in a pack.
5. `/stats` to get usage stats for a specific sticker.
6. `/top` to see the top stickers in your pack.
7. `/packstats` to get usage stats for a sticker pack.
8. `/packtop` to see your top sticker packs.
9. `/cancel` to cancel whatever command you just used.

Click Start to start setting up your sticker pack if this is your first time creating stickers, otherwise, use the `/newpack` command.

UPLOAD TELEGRAM STICKERS:

The Telegram sticker bot makes it easy to upload and publish your designs. Here's what you need to do:

1. Insert the `/newpack` command and hit Enter on your keyboard or click the blue send button.
2. Type in the name of your sticker pack and click the send arrow.
3. Now click on the File (paperclip) icon to upload your first sticker. You must upload it as a file, not as a photo. If you use the Camera icon, the bot will reject the image.
4. Unselect Compress, then enter a caption and click Add to add more files, otherwise, click Send.

5. The bot will ask you to assign an emoji to your sticker. Select an emoji that matches this sticker best and hit Enter to send it. You can assign a few, but Telegram recommends no more than two emojis per sticker.
6. Repeat steps 3-4 for every Telegram sticker you want to add.
7. When you're done, type in the /publish command and send it.
8. If you want to add an icon for your sticker pack, upload it just like you uploaded the rest of the images and send it to the bot. If you don't have an icon, just send the /skip command, and your first sticker will become an icon for this pack.
9. Finally, send the bot a short name for your sticker pack to be used in its URL. For example, the one used here is "Erzy," so the URL is https://t.me/addstickers/erzy_cross_promo . When done, Click on the link to your Telegram sticker pack to see how everything looks. If you have more than 10 stickers, you can scroll through them.

Telegram doesn't have a sticker store or any other way for people to browse all the existing stickers. This means your pack will only be there until you and your friends start sending the stickers you made.

Possible growth: up to 100 total.

WHAT TYPE OF PROMOTION NOT TO USE!

Before we go further, let's discuss the promotion you should not use for your channel-buying bots (fake users). Every time I see a channel with 10000 subs and Average Post views of #3, I just have to facepalm "You're not fooling anyone but yourself bro!" You will only ruin your channel stats and stop your channel from growing. You might think that you're such a smart ass and you will fake it until you make it. Wrong!

Only real subscribers can help you grow your following, you can get real feedback, and real engagement, and you can ultimately sell ads or sell your products only to real subscribers! One of the ways to hurt established channels that makes money is to send this channel a bunch of bots. Once advertisers see that in analytics, they don't want to buy ads again. Even if you're able to fool the advertiser one time by carefully adding bots and views to every post they'll not come back again after buying one time and you'll get poor reviews in ad exchanges.

Blogging is a long marathon, not a sprint and you must build great relationships with advertisers if you want to earn like big channels and by the way, maybe half of your potential clients are going to be other telegram admins and professionals on telegram there're a bunch of communities where they share info about scammers. So yeah, value your reputation because, in the long run, it pays 100x times more to be honest! However, there's one little hack that could potentially help you get new subscribers without ruining your channel.

TELEGRAM SEO

This strategy might not be working by the time you are reading this text, because Telegram constantly changes. Usually, a Telegram global search shows the most popular channels or groups. You can create many channels with keywords that potential subscribers might search for in the usernames and titles and descriptions of the channel. After that, you buy fake users for those channels so they are shown at the top of the search for these keywords. Then post teasers with a link to your main channel. This way you can keep your main channel clear of bots and “fish” for new subscribers using different keywords. However, if Telegram changes its search algorithm this might now work in the future.

HOW TO STAY ON TOP OF THE TELEGRAM SEARCH.

- Use the keyword in the title and description: The most essential thing in the field of telegram search is to use the keyword in the name or description of the channel or group. Ensure that your title starts with the keyword you want and repeats the keyword several times in the description. To record huge success in the Telegram ranking, you must cover the most important keywords you want to rank for in your channel description and try to keep your description simple. SEO optimize your Telegram channel description based on the most vital keywords of your target audience & keep it simple to get the attention of the Telegram search engine ranking algorithms.
- Use the channel content keyword: Try as much as possible to repeat your keyword regularly in the description of the content you are posting on the channel, this has a high impact
- The longevity of your channel matters: The age life of your channel has a huge impact on whether or not you look at the search. Older channels or groups are usually seen better, but this feature alone does not work. Longevity can be a complementary method. Try your best to keep your Telegram channel and also improve it over the years and let it be old. This will help your Telegram channel be the favorite of the ranking algorithms.
- User activity in your channel: Having active users in your group or channel has a high impact on the legality of the quality of your channel or group, and this helps you see the telegram search. The more real and active Telegram subscribers you have for your Telegram channel, the more popular and famous your Telegram content and the channel will become and this is very essential for the Telegram search engine ranking algorithms.

TELEGRAM CHANNEL STATISTICS

If you think stats are important for cross-promotions, when you start buying ads in Telegram, you must become a statistical guru. In this section, I will cover some important statistical metrics and sources of channel statistics. About 4-5 years ago, the most important statistics of the channel was the number of subscribers. However, today's number of subscribers is not enough to judge the quality of the channel. We combine several metrics when we create cross promo suggestion lists. Average post views. When there were not a lot of channels to read every channel subscriber would read every post of the channel. This is not the case today, if you have 10,000 and you have 5000 average post views- this is a pretty good result. Many channels have very poor engagement below 10%.

Let's take three channels:

- Channel A has 10,000 subscribers and 1000 avg post views
- Channel B has 1200 subscribers and 1100 avg. post views;
- Channel C has 1000 subscribers and 1100 avg post views

Channel A is the worst of the 3 because it either has lots of fake users or just 90% of its subscribers just don't read it either way it's not good; Channels B and C both have 1100 avg post views, however, Channel C is actually better because it has more views than subscribers, it means that subscribers are forwarding posts from this channel to other people. Forwarding is a mark of an engaged audience and great channel content.

Avg. number of reactions per post - A very good indicator of an engaged audience in the channel. Avg Number of Comments per post. Again, an amazing indicator that subscribers are so engaged that they take the time to write a comment under the post.

SOURCES OF STATISTICS

The rabbit hole of Telegram statistics could go very deep. However, anyone who takes blogging on telegram seriously must have at least a basic understanding of basic metrics and sources of stats.

NATIVE TELEGRAM CHANNEL STATISTICS.



The telegram statistics enables you to see the information about the reach, the follower's peak activities, viewing sources, and several other criteria, which include; Viewers per hour, recent posts, view sources, views per hour, follower sources, etc.

The statistics are only available for administrators of the channels that have more than 1,000 followers. To view such information, the administrator should be allowed to make posts.

This telegram feature is available both for iOS and Android. To view the statistics in the Android app, click on your channel profile, find the horizontal dots menu, and choose "Statistics".

iOS users should click "More" in the channel profile and then choose "Statistics" from the list.

Once you open the section, you will see the overview of the major metrics for the last seven days. It has information about followers, views, post sharing, and the percentage of enabled notifications. The overview section cannot be adjusted. You cannot view details about each metric. To do so, you will need to open separate sections for specific metrics.

WHAT DOES TELEGRAM NATIVE STATISTICS SHOW?

GROWTH

The growth graph and metric show fluctuations in the number of followers on your channel. It allows for evaluating the dynamics of the channel development and tracks fast growth or decline. Besides, it shows when the numbers reach their absolute maximum, etc. The graph contains a time scale with a slider that allows you to choose certain a period. The minimum period is 10 days, the maximum is half a year. If you click the graph, you will see the daily statistical data.

FOLLOWERS

The Followers graph shows the information about the number of people who followed and unfollowed your channel. The maximum period is half a year. You can see detailed daily reports on new and unsubscribed followers. You can display both graphs or only one of them in the Statistics section.

NOTIFICATIONS

The graph demonstrates the number and range of users who have enabled or disabled the channel's notifications. You can try to analyze after what posts people disable notifications, what posts, instead, motivate the users to enable them, and after how many posts people tend to "mute" the channel, etc. Don't get upset if most of your followers prefer to mute your channel. Most often it has nothing to do with the content – it is just more convenient for the users not to be distracted and read posts when they are free.

VIEWS PER HOUR

With the aid of the graph, you can track the time of the day when your posts are most actively viewed. Here you can also find an average weekly rate. There are two lines on the graph: one depicts the information about the current week, and the other one – is about the last week.

VIEW SOURCES

With the aid of the “View history” graph, you can find out how Telegram users see your publications.

FOLLOWER SOURCE

This graph is quite similar to the views source but it only analyzes the users who have just started following you. The sources are channels, groups, chats, links, and search requests.

LANGUAGES

Here you can discover what interface language is installed on your users' Telegram. The data is presented in the form of a diagram. You can deactivate some languages and view daily and weekly statistics. With this diagram, you can indirectly determine the location of your followers. International users can also use an English app version, meaning that it won't help you to locate your audience.

ACTIVITIES

This graph helps you to evaluate the activity of the users interacting with your channel. There are two related metrics: views and reposts.

ERZY.NET

If you want to know the stats of the channel before doing cross-promotion the best place to look is the Erzy cross-promotion platform. Besides seeing the Number of subscribers and Avg. post views we also measure stats like the Number of Subscribers Shared during cross-promotions and the Channel Rating which the channel receives after every cross-promotion. This means that you could estimate beforehand how many subscribers you are going to get during the cross-promotion with this channel.

TGSTAT.COM

This platform gathers statistics for more than 913 588 channels and groups all the statistics are open and can be viewed by anyone. The data is updated daily. The platform has its rating of telegram channels which are divided into various categories and compared with each other by several parameters: subscribers, growth rate, views, and citation index. Tgstat measures statistics like: Number of subscribers, Average reach of a post (only the channel's posts are considered, without shares), Average daily number of views (also without considering shares), and Number of shares.

BUYING ADS

The oldest way to buy ads in telegram is by contacting the Telegram channel admin directly. Usually, channel admins leave their username in the description.

Rules for Buying Ads on Telegram:

1. Decide which type of channel you want: public, private, or private with confirmation. Each of the different channels gives a different conversion rate. Everything will depend on your choice of channel type - both the promotion methods and the promotional posts used
2. How to find channels where to buy ads - analyze channels using Telemetr. Easy tip: Study channels you admire(or more successful competitors) and note where they are advertised - buy ads in the same channels to grow your channel.
3. Look at the avg post views and engagement of posts, not the number of subscribers in the channel. You can use telemeter or Tgstat or you can calculate these metrics manually. Avg. post views - sum views of the last 30 posts and divide it by 30; Engagement - sum number of comments+ Sum reactions of the last 30 posts and divide this number by 30. Erzy shows these metrics for all of the channels.
4. Analyze the results of the post - in the end, it's not even the number of views of the post that matters, but the number of subscribers received. Maybe a post with fewer views will bring in more subscribers and be more profitable.
5. Test different promotional posts - choose the best one based on your analysis. Try different options, different writing, call to action, and types of posts. Learn at least the basics of copywriting. Or use the best practices of your competitors, which you can find in Telemeter.

6. Always bargain, but politely, without rudeness and panic, not overbidding. If you can, discuss bulk buying options and discounts on repeat placements, which most often yield less.
7. In Telemeter, you can see how actively engaged advertising spots are in the channel. If it's not very active, if there's a lack of advertising there, that's cause for serious.
8. Bring in a large audience at once. It's better to attract a lot of it in a short period of time than to stretch it out over time. This gives you higher coverage and, albeit temporarily, more profitable ad sales.
9. Reinvest when income comes in. Some of the proceeds should be reinvested in buying advertising. Otherwise, your channel, once it starts generating revenue, may "die" without paying off. You may have to reinvest all of your income in the beginning. Gradually, the percentage of income in reinvestment can be reduced.

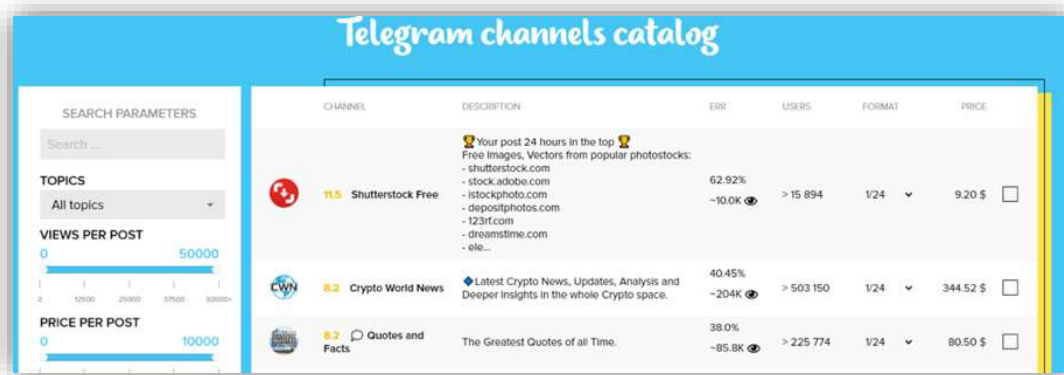
Allocate a part of your budget to testing new ideas, niches, and posts. This will come in handy in the future when it's time to develop something bigger. There should be diversification by channel and direction. If something comes out very expensive in tests, don't persist. Then the budget is better allocated differently, and optimize the selection of partner channels, promotional posts, or content on your channel.

UNOFFICIAL AD NETWORK – TELEGA.IO

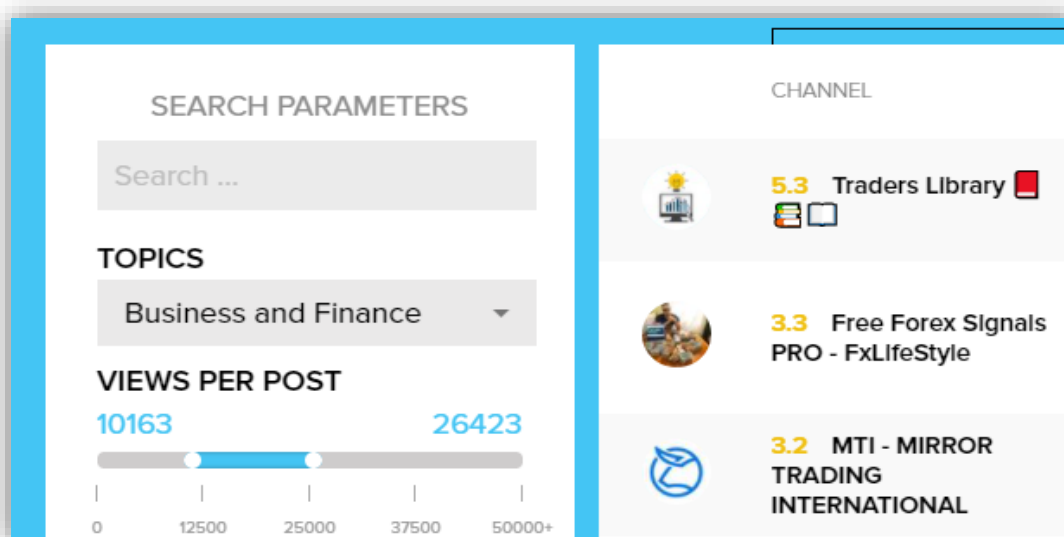
This platform helps to find the target audience in Telegram and launch effective advertising campaigns

HOW IT WORKS

open the Telegram channel catalog



Use the filters to select suitable channels for ad placement



You can select a special topic from a detailed list

Telegram channels catalog

SEARCH PARAMETERS

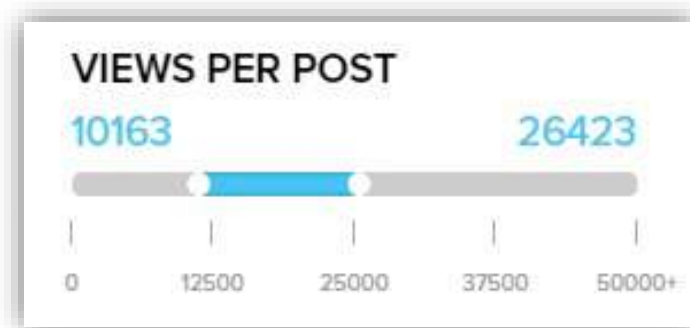
Search ...

TOPICS

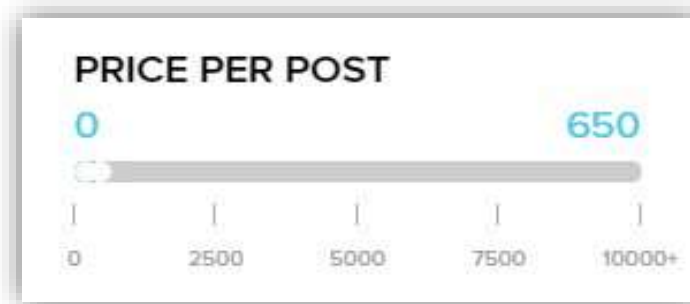
- All topics
- Auto and Moto
- Blogs
- Business and Finance
- Catalogs of channels

CHANNEL	DESCRIPTION	ERR	USERS	FORMAT	PRICE
6.4 Traders Video Library	All Forex/Crypto/Stock Market Related Webinars & Courses Available For Free	13.1% ~4.9K	> 1 683	1/24	172.50 \$
6.2 STOCKPRO MCX (SEBI Registered)	This is official Telegram Channel of StockProMCX. Dr. Seema Jain is founder of StockProMCX. Dr. Seema Jain is the SEBI Certified Research Analyst.	25.6% ~1.5K	> 5 670	1/24	28.75 \$
6.0 BITMEX Trader	Earning Bitcoin is easy Just follow our signals Make daily profit on Bitmex	15.89% ~1.3K	> 8 180	1/24	510.60 \$
5.3 Traders Library	12h pinned	45.5% ~23.3K	> 384	1/24	40.25 \$

Specify the desired number of views per ad post



Select the desired cost per post



You can also select the number of users



Engagement Rate is an important parameter. ER is calculated as the ratio of views to reach. We advise focusing on an Engagement Rate of **more than 20%**.



This section is «Placement Format». Placement Format—the time during which the owner of the Telegram channel places an advertising publication on the feed of his channel.



A form with a blue vertical bar on the left side. It contains five checkboxes, each followed by a label:

- ☐ 1/24
- ☐ 2/48
- ☐ 3/72
- ☐ Eternal
- ☐ Repost

Also, you can select channels with reviews if it's important for you. Or you can select exclusive channels that sell ads only on the platform

☐ Channels with reviews

☐ Exclusive channels

Then select channels from the received list and click the «order» button.

Telegram channels catalog

CHANNEL	DESCRIPTION	ERR	USERS	FORMAT	PRICE
 31 PornoHub Premium	active channel with live audience	100.0% ~136K	> 17 083	1/24	114 \$
 0.0 Project Sigma Chat	IT technology chat and discussions for beginners and professionals , programming and development		Unknown	1/24	114 \$
 0.0 le poète du Buzz	Poème , oeuvre, musique , torrent, tutoriel, film, news Netflix pc games		Unknown	1/24	114 \$

The Best GIF Channel IN Telegram (A...)

In the next step, check the total sum; click to read the rules.

Channel selection
Payment
Your project

CHANNEL	ERR	USERS	FORMAT	PRICE
☒  Project Sigma Chat		Unknown	1/24	114 \$
☒  le poète du Buzz		Unknown	1/24	114 \$

MORE CHANNELS

Chose 2 channels for placement:
~0.0
0
2.28 \$

Promotional code:

REFRESH

☒ Use safe deal

☒ Acquainted with [Terms of Service](#)

RUN

Select a convenient form of payment.

Choose a convenient method of replenishment

cards: Visa, MasterCard, Webmoney, Qwi

bank transfers

PayPal

Cryptocurrency

\$ 22.48

24.40\$ with commission

ADD FUNDS

By clicking "Add Funds" you confirm that you have read and agreed to the [Terms of Service](#)

CHOOSE ANOTHER WAY TO TOP UP YOUR BALANCE

You can deposit funds to your account directly from your bank via wire transfer or via BTC - write a request.

You can also pay via visa, MasterCard Webmoney, or Qwi.

After payment, fill out an application for placement.

CHANNEL ERR USERS FORMAT PRICE AUTOREPLACE ?

☒ le poète du Buzz Unknown 1/24 114 \$ ☐

MORE CHANNELS

Chose 1 channel for placement: ~0.0 0 114 \$

Promotional code: REFRESH

Your project link:

Advertisement text:

Image: Images format: .jpg, .png, .gif, not bigger than 1280x1080px

Start date: or ☒ In the very near future

Comments: Indicate individual wishes for the formatting (design) of the post or any other information that the webmaster should take into account when publishing your project. The Advertiser's wishes in the application are binding.

☒ Use safe deal

☐ Acquainted with [Terms of Service](#)

Add a link to the Telegram channel

Your project link:

Add your text for the advertising post.

Advertisement text:

Upload image.

Image:

Images format: jpg, png, gif, not bigger than 1280x1080px

Choose a suitable date—or the channel owner will publish it on the date of their choice.

Start date: or ☒ In the very near future

If you have formatting or design wishes, you can write them in the Comments box.

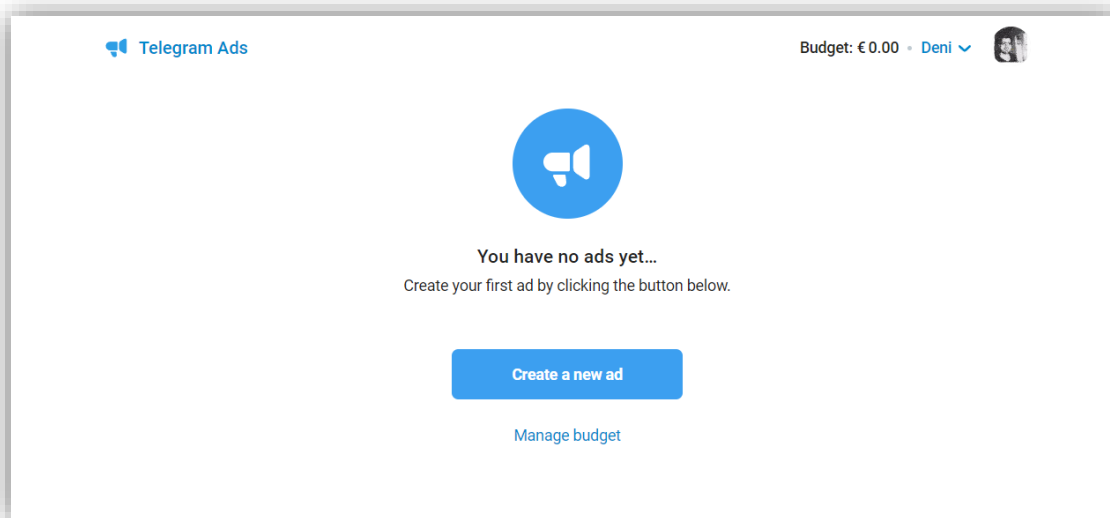
Comments?:

Indicate individual wishes for the formatting (design) of the post or any other information that the webmaster should take into account when publishing your project. The Advertiser's wishes in the application are binding.

Everything is ready! Click «Create Promotion».

Possible growth: depends on your budget.

OFFICIAL TELEGRAM AD NETWORK



The Ad Platform offers the opportunity to display sponsored messages on the instant-messaging platform.

Telegram's ad platform will do this with a twist since the way it displays ad is going to be a lot different compared to what happens elsewhere. First and foremost, Telegram advertising is not going to be targeted, which means that users will not be profiled by tracking their clicks and preferences.

Advertisers will be able to choose the language and topic they are targeting and they will give a range of channels matching these basic demographics.

Then, all users in these channels will be served with the same advertisement, so there won't be any curation taking place on the individual user level.

The revenue generated through these ads will be shared among Telegram and the owners of the public channels hosting the promotional messages. Channels eligible for the Ad Platform program must be public and have over 1,000 subscribers, so all private channels are automatically excluded. Finally, to ensure that the sponsored messages are not obstructive and don't degrade the user experience on the platform, they will be limited to 160 characters.

At the moment you need to deposit \$2 million to use the official telegram ad network.

Possible growth: if you had \$2 mln you probably wouldn't be reading the book on how to grow a telegram channel.

CONTENT IS THE KING

**Give value.
Give value.
Give value.
And then ask for
business.**

- Gary Vaynerchuk



Put in the best of your effort to produce and publish content that is useful for your channel users. Making the right content is the first step in attracting members to the group. This can greatly influence the rise of Telegram members. You should not change the subject of your productive content. Try to choose the best possible theme and subject matter right from the beginning. Usually, entertainment channels produce content on any topic, and it does not matter what topics to post. But the specialized channels are not so. If your channel is specific to a particular field, you should try to create useful and functional content for your users. Meanwhile, You should have variety in content creation.

The volume of text should be quite limited as people are not so much interested in reading or knowing much through text. Try not to share long posts and put as many photos as you can with your posts. Most of the time you can explain your goal by writing in a photo. Have it in mind that your channel is specialized and there are enthusiasts in your field of activity. So, they can help you in this field.

Meanwhile, in your bid to create fantastic content, avoid copy-pasting content from other channels or the Internet. First, people have already seen it. Second, it's not good to disrespect copyright rules. If you publish someone's content then you have at least to credit the author. It's quite hard to monetize a copy-paste channel or content.

Content creation is a vital element in the smooth running of a Telegram channel. However, while nearly 90% of all channels engage in content production on some level, few manage to produce contagious content that Channel users find engaging and share. Without this level of engagement, content can hardly fulfill its true purpose.

Fortunately, there are many ways to create interesting content that is more likely to catch the interest of the channel users, and below are the practical tips for doing so.

- **Create high-quality content:** This seems like the most obvious point, and it is, but it's also forgotten too often. There are no shortcuts: shareable content is always high-quality content. If you focus on superficial topics and don't invest enough time into research or content creation, you cannot expect your channel members to become interested and engaged. This is one reason why long-form content is doing better than ever. Content development takes time and effort,
- **Add value to users:** Informative content is good, but if your readers and users can't put your words into practice then they will not benefit from what you post. A primary goal of content is to solve users' problems and show how to overcome them; this will not only build brand loyalty but will keep them coming back for more. As long as the content you create is genuinely helpful, it's also certain to be passed around.
- **Keep your audience in mind:** Before creating or sharing content, think about your audience: ask yourself if it's something they would like to see and share with their friends. Once you have some ideas, you can even poll your users to generate comments and perhaps initiate debate. This not only creates engagement but gives you special insight into what they want.
- **Organize contests:** Contests are a great way to engage your audience and inspire them to share your content. Users love to compete and they usually do it with their friends and colleagues, which is the main sharing motive for them. All it takes is a nice idea and a little bit of budget to launch the contest – just take a look at the KFC football challenge.
- **Use video content:** Video is quickly becoming the dominant form of content on telegram, and some studies even say that video content will make up 80% of all Internet traffic soon. As a result, you have to embrace video as part of your content strategy.

HOW TO ENGAGE AUDIENCES ON YOUR CHANNEL.

First of all, you need to link your channel to a discussion group. After that, native comments will appear automatically under all your posts except those created by bots.

- Tap on the channel header.
- Open channel settings.
- Tap on the "discussion" section and link a discussion group to your channel.

BONUS INFORMATION

List of 10 useful Telegram bots :

<https://t.me/Botfather> - to create Telegram bots;

<https://t.me/telegraph> - This bot can help you log in on Telegra.ph, manage your articles, and get page view statistics;

<https://t.me/donate> - This bot helps content creators receive financial support from their followers directly in the app;

<https://t.me/saveasbot> - Send link to bot to download photos, videos, IGTV videos and texts from Instagram, Pinterest and TikTok;

<https://t.me/erzywebbot> - Telegram cross promotion bot;

<https://t.me/RemoveJoinGroupMsgBot> - Automatically delete join/left message in your groups;

<https://t.me/AutoBroadcastMessageBot> - Send a scheduled message to your group automatically;

https://t.me/TGStat_Bot - Telegram analytics bot;

<https://t.me/combobot> - community management service for Telegram groups;

<https://t.me/gamee> - bot with Telegram games.

CONCLUSION

Despite popular belief blogging is hard. The admin of the telegram channel has to manage a bunch of things at the same time and consistently ship creative output. To be successful in Telegram admin has to take full commitment towards giving the best experience to his subscriber and me and my team at Erzy are committed to helping you to get some load off your back in this amazing journey that you have chosen.

Prepare to work hard on your channel to achieve the desired result.

And as always don't compete! Cooperate!

● **BEST TELEGRAM E-BOOKS CHANNEL** ●

साहित्य/उपन्यास संग्रह

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Nisha Music Library

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Radha Bhakti Sagar

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Hindi Comics Library

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Audio Books Museum

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Global Books Museum

[JOIN NOW](#)

Indian Books Museum

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