BALANDIN/AGENCY

Social media growth

Proposal from Balandin Agency

Telegram and MAX channels, communities, brand media — we grow them with paid traffic from every source at once. We count not subscriptions, but those who are still there a month later, and how much money the base brought

$2,025,240

school revenue from a Telegram channel at 569% ROMI

98,015

Telegram channel subscribers from three ad platforms in two years

46,065

brand media subscribers at $0.51 — the KPI closed on time

Where channel growth loses money

Subscribers come and unsubscribe right away

A cheap subscription without warm-up does not pay back. We count net growth — those still there after 7 and 30 days — and optimize for them.

Unclear which source brought real people

Without tagging all subscribers look the same. We set up attribution: every subscriber is tied to a campaign and creative.

The channel grows, but there are no sales

The audience was acquired for the wrong product. We look at revenue per cohort and cut the sources that bring viewers instead of buyers.

A narrow or “boring” audience

Industry, building materials, B2B — we have grown those too. What decides is not the budget, but the angle and the right source.

What we do so the base grows and pays back

Attribution of every subscription

Every “channel → campaign” ad combination gets its own invite link: without it the subscription is anonymous. That is how the school with a Telegram channel saw which platform brings revenue, not subscribers.

Traffic through pre-landers, not straight into the channel

Our own warm-up page between the ad and the subscription: the subscriber is more expensive, but stays and reads — while churn from a direct link eats up all the savings on price.

We count net growth and money per cohort

We measure those still there after 7 and 30 days and reconcile cohorts with sales. Sources that bring viewers instead of buyers get switched off — even if the subscription is cheaper there.

The queue of hypotheses never runs dry

Ad combinations burn out in weeks. For the brand media profeat.team the “10 hypotheses a week” rule — about 500 ads and 150 targeting variants — closed the 46,000-subscriber KPI on time.

Client results

Brought 98,000 subscribers to a Telegram channel and earned $2,025,240 in 2 years at 569% ROMI

Took Telegram subscribers all the way to payments — 569% ROMI over two years

$302,868
Ad spend

98,015
Subscribers

$2,025,240
Revenue

569%
ROMI

Launch expert

Three years filling an expert's Telegram funnels — 277% ROMI

$167,175
Ad spend

48,593
Subscriptions and funnel leads

277%
ROMI

Telegram channel for a business-idea validation expert (UK)

A channel from scratch and a £50 guide — 257% ROMI in two months, 69% including agency fees

$2,075
Ad spend

1,359
Subscribers

$7,403
Revenue

257%
ROMI

Client results

Telegram channel of a frontend-developer mentor

A narrow IT audience on Telegram — 12 mentorship sales from a $10K budget, 253% ROMI

$9,945
Ad spend

3,095
Subscribers

$35,115
Revenue

253%
ROMI

Telegram channel subscriber acquisition (YouTube/Google)

A subscriber base usually sits as an expense — paid back in the first month

$992
Ad spend

606
Subscribers

125%
ROMI

Business media for entrepreneurs

Grew a business media community by 45,000 subscribers in eight months

$36,711
Ad spend

45,048
Subscribers

BALANDIN/AGENCY

Pricing

from $1,000/month

Ad budget is paid separately, minimum $3,000 per month.

Contacts

egor@balandin.agency

Telegram @balandin_egor

30-minute call

All case studies