BALANDIN/AGENCY

Telegram for social media growth

Proposal from Balandin Agency

We count not subscriptions, but those who are still there a month later, and how much money the base brought

$1.64

cost per subscriber — Telegram channel subscriber acquisition (YouTube/Google)

45,000

subscribers — Business media for entrepreneurs

46,065

subscribers — profeat.team (brand media)

Where channel growth loses money

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.

What we did: Telegram for social media growth

Telegram channel subscriber acquisition (YouTube/Google)

Ad campaigns on YouTube via Google Ads with traffic to a Telegram channel subscription.

Business media for entrepreneurs

Instagram → Telegram in one campaign. Ads led to a "Top 12 articles for freelancers" bundle; the Instateleport service checked the profile follow and delivered the bundle in the Telegram channel.

profeat.team (brand media)

Following the project's main rule — 10 hypotheses a week — we tested every targeted ad format, the market platform, media partnerships, around 150 targeting types and made around 500 ads. Found what could be scaled, and scaled it.

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.

Case studies: Telegram for social media growth

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

profeat.team (brand media)

Ad combinations burned out within weeks — 10 hypotheses a week hit the KPI

$23,265
Ad spend

46,065
Subscribers

Pricing

from $1,000/month

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

Contacts

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30-minute call

All case studies