

Planning, Implementing and Evaluating the Effectiveness of an Advertising Campaign in Digital Environment (Through the Example of Telegram)

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Abstract — Currently, social media are attracting more and more active users, therefore it is not surprising that almost every company has corporate accounts on VK, Facebook, Instagram, LinkedIn or Twitter. But due to the huge number of paid ads, posts, advertising campaigns and questionnaires aimed at increasing brand awareness and driving traffic, competition in social media are quite fierce. This forces market newcomers to look for alternative channels to reach their target audience. Many of them find such opportunities in instant messengers that are developing even faster than social media in the past. One of these messengers is Telegram, which has already managed to break out in the lead among other messaging applications. The audience of this digital platform is growing every year, so Telegram is a promising advertising platform for any business. The purpose of this article is to develop a methodological approach to planning advertising campaigns in the Telegram messenger. In the study of this problem, a systematic approach and comparative analysis were used. In the article, the authors attempted to develop a methodological approach to planning, implementing and evaluating advertising campaigns in a digital environment (using the Telegram messenger as an example). The authors revealed the features of advertising in the digital environment, systematized advertising platforms of this platform depending on payment, reflected the cost of advertising services on a digital platform, specified the types of implementation of an advertising campaign, and presented methods for evaluating its effectiveness on the Telegram platform.

Keywords — *advertising campaign, advertising effectiveness, online advertising, digital platforms, Telegram*

I. INTRODUCTION

During the period of rapid development of digital technologies, the Internet market needs analysis and research. In order to function effectively on it, advertisers must offer the client those online platforms on which the advertising campaign will bring the best result [1–4]. One of these new Internet platforms is Telegram, which is a cloud messenger with a high level of information security available for desktop personal computers and mobile devices. Every day, 220,000 new users are registered on this platform. Telegram is distributed free of charge, and the main source of funding is donations [5–7].

The main advantage of the messenger compared to competitors is its convenient interface, due to which it has become an effective platform for PR and advertising [8–9]. The targeted nature of advertising in Telegram provides a high conversion rate, as advertising posts are initially aimed at potentially interested consumers and are placed in the appropriate channels. Accordingly, advertisers use this platform for business purposes, and channel owners earn money by placing advertising posts, which guarantees a steady growth in the popularity of the Telegram messenger.

II. METHODS AND MATERIALS

In the course of analyzing the functioning of Telegram messenger, desk research methods were used: analysis of scientific and methodological literature on the topic under

study, generalization and classification of scientific research and existing foreign and Russian experience in the field of online advertising.

In the study of this problem, a systematic approach and comparative analysis were used.

Using these methods allowed determining the features of advertising in the Telegram messenger, systematizing the advertising platforms of this platform depending on the payment, specifying the types of promotion in Telegram and presenting ways to evaluate the effectiveness of the advertising campaign on this platform.

This study is a continuation of previous studies of the authors [10–14]. The goal of this article was to develop a methodological approach to the planning, implementation and evaluation of advertising campaigns in the digital environment.

Unlike previously published works on the development of digital technologies [15–18], the authors of the article analyze one of the most important digital platforms in Russia – Telegram, which grows in audience and attracts business.

III.RESULTS

A study of various sources about the use of the Telegram messenger for planning advertising campaigns allowed the authors of the article to conclude that there are currently no methodological approaches to this kind of research.

In this regard, the authors of the article identified the stages of planning, implementation and evaluation of the effectiveness of an advertising campaign on the Telegram platform, which are reflected in Figure 1.



Fig. 1. Stages of planning, implementing and evaluating the effectiveness of an advertising campaign in a digital environment

Consider these steps in more detail.

Telegram covers a very wide range of possibilities, therefore, companies cooperating with the application can offer their customers the following benefits: online orders; real-time support; personal assistant; customer feedback processing; team communication and coordination; relevant information; round-the-clock customer support; additional channel for processing payments and others.

Having studied the opinions of various experts in the field of Internet advertising [19–20], the authors identified the following Internet channel functions as an advertising platform:

- mail messages;
- product promotion;
- brand awareness;
- additional traffic for landing;
- informal chat with subscribers on a topic related to the product;
- channel for the distribution of product news: updates, promotions;
- channel of marketing events;
- operational service and support;
- feedback collector.

In order to analyze the advertising placed on Telegram platform, the authors of the article studied the practical experience of using this messenger by companies as an advertising platform, as a result of which the following advertising features were highlighted (Table 1).

Telegram advertising is divided into free and commercial (Fig. 2). Let us consider the features of each of them in more detail.

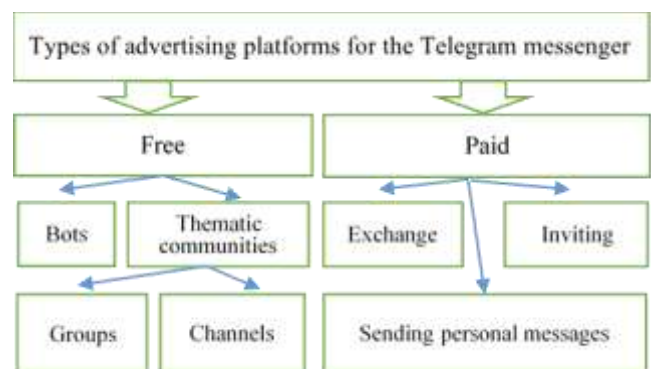


Fig. 2. Systematization of advertising platforms depending on payment (on the example of Telegram)

Telegram provides the ability to create bots with any functionality on its platform, as well as thematic communities that are divided into groups and channels. These are free advertising platforms.

In supergroups (chats), due to increased activity and the ability to leave messages by any participant, advertising in the form of a single message has a relatively low efficiency. In this

connection, the only acceptable option to place an advertisement in a Telegram chat is to fix the publication in the chat top with a simultaneous notification of all participants.

Such a post, as a rule, remains fixed from 24 to 48 hours, after which it is deleted.

TABLE I. FEATURES OF ADVERTISING IN THE DIGITAL ENVIRONMENT

Advertising features	Specifications
Direct sales inefficiency	The company that wants to use the messenger to promote the brand has the task of creating a channel that will become popular and loved by users thanks to fascinating content. Direct advertising on Telegram does not work: readers will refuse the channel if it lacks useful content and there are many attempts to sell a product or service. It is necessary to think about how to attract the attention of the target audience and maintain its stable interest.
The effectiveness of word of mouth performance	Users of instant messengers willingly share useful information with each other. This method is effective because it is based on trust and is free, because companies do not have to pay extra to the reader who sent the link to friends. Messages from friends are always read, unlike advertising posts that can be ignored.
Holding users' attention through special built-in functions	According to the Combot analytics service, one Telegram post can reach 60 to 80% of the target audience. For example, on Facebook, this figure is 5%. To view pictures, animations and videos, the user does not need to leave the messenger, switching to third-party resources. Media files open in the application itself, thereby increasing the number of views and increasing user reach.
Using native advertising	Most of all users of social networks are annoyed by banners and targeted advertising. There is no such advertisement in the Telegram messenger. Companies use natural advertising (native), to which subscribers are much more loyal, as it skillfully fits into useful content. Its main difference from direct advertising is that full compliance with the channel's theme and its content is respected. For the dissemination of native advertising in Telegram can be used as channels with the target audience of the company, and channels of opinion leaders. In the second case, additional financial investments will be required, however, these investments will bring considerable dividends.
Using stickers as viral advertising tools	Companies and brands can use stickers as a tool for viral advertising. Telegram has various sticker collections. Many of them are in demand by users, and some of them have a huge number of fans. Any brand in Telegram can create its own sticker pack.
Using automatic assistants (chatbots)	The communication process is constantly automated. The introduction of chat bots in Telegram makes work and advertising in it easier for both companies and subscribers.

In channels (public), only the creator or the administrator appointed by him has the right to publish posts, which excludes the uncontrolled appearance of new messages. The readability of an advertising post on a channel is several times higher than in chat rooms. Due to this, the cost of advertising on the channel, with the same number of subscribers, is higher. In addition, only 200 people can be invited to the channel. This limit is set by the Telegram platform, which cannot be bypassed. Further recruitment of a loyal audience is carried out either through advertising in other Telegram channels, or from the outside, through social networks, YouTube, Instagram and sites.

As a rule, the response from advertising in bots is even higher than on channels, because the user can activate the bot in Telegram exclusively by himself. Useful bots in the messenger are used constantly and subject to not frequent posts with advertising, the subscriber will be loyal.

Mostly advertising on Telegram is paid. Suitable sites are located on specialized Telegram exchanges where the entire process is automated. The company selects an artist, replenishes the account, registers, determines the advertising budget, and the remaining actions for advertising are made by the exchange. The most popular exchanges are: Telega; Sociate; Epicstars; Buzz.

Inviting (invitations) to Telegram implies the presence of a pre-assembled user base and the chat to which they are invited. There are no limits on invitation to chat in Telegram. And if it is impossible to know the audience composition in the channel in which the company plans to place an advertisement, then specific thematic groups are selected for the promotion of their own chat for the subsequent collection of the participants

database. It is necessary to communicate in advance, read dialogs, from which it will be clear whether potential clients are present or not in a particular group. In addition, Telegram has a significant difference between chat and channel. All participants are visible in the chat. This feature allows writing personally to each subscriber, filtering by the latest activity date, unloading all chat messages and selecting the most competent authors. The opportunity to work so tightly with the audience before launching an advertising campaign compares chats from channels.

One of the popular services of promotion in Telegram is the mass sending of messages. Sending messages to users of Telegram is a personal appeal to a person on a specific list of usernames (a unique link by which we can contact the user, it looks like t.me/username). This is the same as sending out emails, only many times more efficient. No one has been reading mail from strangers for a long time, or it automatically ends up in the spam folder. With the Telegram newsletter, things are different. Each recipient will definitely see the message and with a probability of almost 100% will open it. This conversion is due to the messenger itself. It is completely impossible to refuse to receive messages. All messages come in a common feed. Until users open the message, they will not know what kind of notification it is and who sent it to them.

However, Telegram does not encourage sending a large number of messages to people not added to contacts. Literally after a couple of dozen messages, the account will be temporarily limited, it will be impossible to send messages to anyone except personal contacts. We can find out the status of our account through the official informational @spambot bot, and through this bot we can appeal the lock if the company

believes that it is illegal. The cost of advertising services on a digital platform (for example, Telegram) is shown in Figure 3.

Many advertisers believe that creating an own channel in the messenger is an effective way to advertise on Telegram. For this purpose, perform actions in the following sequence: select the appropriate item ("New Channel") in the menu, formulate a name, specify a description, click the "Create" button, select the type of channel (public or secret), make a link to it. When using the secret type, subscribers will not be able to comment.

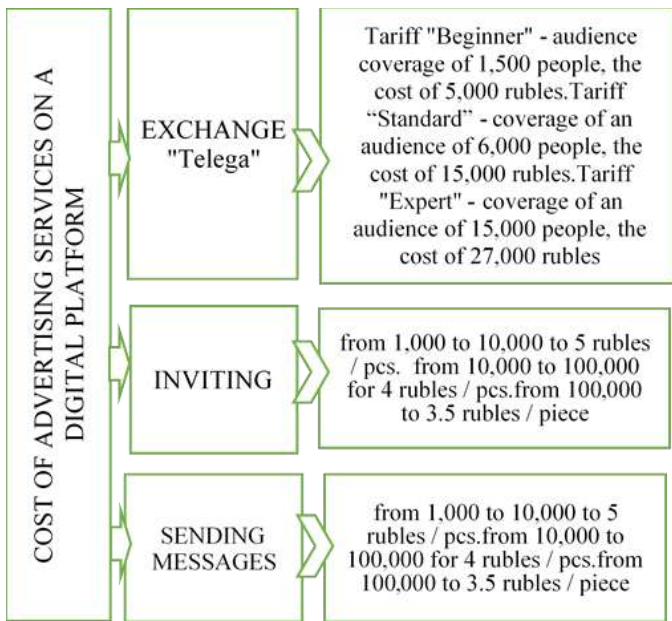


Fig. 3. The cost of advertising services on a digital platform (on the example of Telegram)

With the proper approach, personal channel becomes an ideal source for special offers and promotions of enterprises. With each new publication, the company receives a notification on the smartphone, which allows informing people about important offers as quickly as possible.

After creating a communication channel, they begin to recruit subscribers. The first step is to use the contact list. It is advisable to carry out the initial content filling by making up to 10 posts.

On the channel we can publish small notes, post links with annotations, write reviews, reviews on books \ films \ music, express personal opinions, publish news and announcements, link to useful articles, videos and courses, write reviews, retell books, broadcast events, publish photos, make selections, capture events from personal life.

To reduce the number of errors when creating their own channel and filling it with content, they use the services of the Telegram bot – an account that is controlled not by humans, but by software. Its functions include: training; games; Web search; reminder; communication with other users; integration with other services; broadcast planning; sending commands to the network.

Telegram developers have made the process of creating a bot extremely simple and straightforward (add Chatfuel bot to personal account and follow the instructions).

Telegram is currently running a new notification tool – LPgeneratorBot in Telegram. He notifies of a new application (leads) and sends the entire contents of the application, so that the user does not have to go to My Account from a mobile device. Additionally, we can receive notifications of successful payment, the end of the tariff, as well as send a message to colleagues in Telegram and quickly establish a workflow even remotely. Connecting the bot is absolutely free and on any tariff plan, and the message length is not limited.

Another method of personalizing the channel and increasing interest in it is to create a branded collection of stickers. This non-standard, but very popular approach allows making the brand more recognizable. As soon as subscribers add a new block of stickers to their profile, they will be able to share them in private messages and on other channels. Stickers are used as a separate project or as part of a marketing campaign (promotion of new products, contests, landing pages, stories about brand trends and current posts).

After the end of the process of creating their own channel, they proceed to the implementation of an advertising campaign, to the promotion and recruitment of new subscribers.

The authors of the article identified the following ways to promote an enterprise in a digital environment (using Telegram as an example) (Table 2).

The final stage of an advertising campaign in the digital environment is an assessment of its effectiveness. To do this, the following methods are used:

1. A manual method based on the analysis of the number of views of publications, recalculation of growth for certain periods of time. Helps to quickly evaluate the effect without using a specialized analytics tool.
2. The use of utm-tags allows determining the source, channel, content, campaign and transferring values to the analytics system "Google Analytics" and "Yandex Metric". Recommended for promotion through contextual advertising.
3. Using special services and bots.
 - a) @ChannelAnalyticsBot – a popular bot that allows tracking statistics on a channel. The principle of interaction is to connect this robot, the instructions necessary to track the channel and regularly receive daily statistics on it. It allows monitoring the change in the number of subscribers and the number of views. Using the bot for free.
 - b) tgstat.ru – reflects the ratings of Russian channels in terms of placing advertising materials on them. It allows finding out the growth, the total number of subscribers, the coverage of a post being posted during the day, effectiveness (engagement rate), citation index, and the number of positive marks ("likes"). It is possible to display the dynamics of the given parameters for a certain period of time. The project is non-profit and therefore the use of the service is free.
 - c) @TGStat_Bot – a bot that provides channel statistics in the form of a graph. It measures all the same indicators as the previous service with the exception of efficiency. It is possible to search the text with a mention in other sources. Using the bot also does not require any payment.

d) “Telemetr” – an online service, for the use of which it will be necessary to log in through any social network. There are no significant differences besides visualization and a more

pleasant interface compared to tgstat. Using is paid and amounts to 1,500 rubles per month.

TABLE II. IMPLEMENTATION OF AN ADVERTISING CAMPAIGN IN A DIGITAL ENVIRONMENT (ON THE EXAMPLE OF TELEGRAM)

Implementation methods	Implementation Features
Advertising on the exchange	The channel exchange was created in partnership with Sociate, Combot and the chat statistics service in Telegram. The choice of sites on the exchange is small, so the price of advertising is quite high. Sociate will act as a guarantor that a specific advertising record will be published, and the creator of the advertising platform will receive money. Currently, the exchange is the only effective way if the company needs guarantees. To evaluate advertising through the exchange, we need to use utm-tags. Practical experience shows that advertising must be shown in the feed for at least 1 day for users to get to know it.
Buying advertising channels from each other (mutual PR)	This method is suitable for those channels that have at least 1,000 subscribers. Mutual PR assumes that on its channel the company advertises another company, and it, in turn, advertises a partner. If the topics are similar, and the intersection of the target audience is minimal, the growth can be very good. We can find sites in specialized chat rooms.
Using external links	This method of promotion is highly effective. We can link to a channel in social networks and industry communities, if it is related to this industry. Many publications copy collections from each other, so publishing in one good article will bring the company many references in others.
Reference to the channel in chats	Chats are an effective platform for advertising industry channels. In order to find them, we need to use special catalogs and collections. When placing a link to a channel in the chat, we should coordinate this issue with the creator of the channel.
Purchase of advertising on the CPA model (through an affiliate network)	CPA (abbreviation from Cost-Per-Action – payment for action) is a model of online advertising in which the advertiser pays for the action performed by the user on his website. From each purchase made by a customer who came to the store through a link on the channel, its creator receives the agreed percentage. The telegram in this case plays the role of a platform for placing affiliate links and traffic growth.
Advertising in channel catalogs	This method of promotion in the Telegram messenger is effective for a new channel with a small number of subscribers. Catalogs are used for the initial promotion of the channel, because such promotion is inexpensive.

TABLE III. KEY INDICATORS OF EVALUATING THE EFFECTIVENESS OF AN ADVERTISING CAMPAIGN IN THE DIGITAL ENVIRONMENT

Indicator	Applying	Formula for calculating
CRR (Channel Reach Rate)	Evaluation and comparison of coverage performance or coverage dynamics	$CRR = \frac{\sum 1D - Reach}{Subscribers} * 100\%$ $\sum 1D - Reach - \text{coverage of the post in 1 day}$ $\text{Posts} - \text{number of posts;}$ $\text{Subscribers} - \text{number of subscribers}$
PRR (Post Reach Rate)	Evaluation and comparison of coverage performance or coverage dynamics	$PRR = \frac{1D - Reach}{Subscribers} * 100\%$ $1D - Reach - \text{coverage of the post in 1 day}$
GCR (Gross Channel Rating)	Evaluation and comparison of the "total contact power" of the channel	$GCR = \frac{\sum S}{\sum S} * 100\%$ $\sum S - \text{total counter readings of all posts for a certain period}$
GPR (Gross Post Rating)	Evaluation and comparison of the "total contact power" of the publication	$GPR = \frac{S}{Subscribers} * 100\%$ $S - \text{publication specific counter}$
CCI (Channel Citation Index)	Evaluation of the popularity / influence of the channel and its content, indirect estimation of the volume of advertising purchases	$CCI = \frac{Mentions + Reposts}{Posts} * 100\%$ $\text{Posts} - \text{number of publications in the channel}$
ADR (Average Daily Reach)	Posts performance comparison	$ADR = \frac{S:Days}{Subscribers} * 100\%$, где $\text{Days} - \text{the number of days since the publication}$
DAR (Daily Audience Rate)	Evaluation of the distribution dynamics of posts	$DAR = \frac{S_1 - S_2}{Subscribers} * 100\%$, $S_1 - \text{daily meter readings;}$ $S_2 - \text{previous day meter readings}$

Regardless of the chosen method, according to the authors, it is important to use universal indicators in practice to assess the effectiveness of an advertising campaign in a digital environment. Therefore, the authors of the article made an attempt to systematize the main indicators of evaluating the effectiveness of an advertising campaign in a digital environment, presenting the data in Table 3.

There is also the ability to track the effectiveness of channels, bots on the advertising exchanges themselves. All popular resources have this functionality and allow getting acquainted with the statistics before the start of publication.

IV. CONCLUSION

Planning an advertising campaign in the Telegram messenger, according to the authors opinion, should be carried out in the following sequence: studying the functions of the messenger; study of the target audience; analysis of ads placed on the platform; study of advertising sites; creation of a Telegram channel; creating content for the channel; business promotion; analysis of the effectiveness of the advertising campaign.

Using the above steps in planning an advertising campaign in the Telegram messenger, the company will increase the

number of loyal users, which will lead to increased sales and gaining a greater market share.

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