

THE EFFECTIVENESS OF THE TELEGRAM CHANNEL AS A MODERN INTERNET MARKETING TOOL

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Introduction. Telegram social site was created by Russian businessman Pavel Durov and his brother in 2013. According to www.businessofapps.com, the number of Telegram users has increased dramatically. If, for example, in 2014 there were 35 million users, then in 2017 there will be 50 million, and in 2021 - 500 million [business of apps]. Such a sharp increase once again points to the development and recognition of the platform. Initially, Telegram was used only as a communication platform, and then it became an effective internet marketing tool. We can safely say that Telegram is quite a versatile social site; in addition to the messaging function, the latter is also a great platform for channels, microblogs, and chatbots. Today, along with the increasing activity of the role of the Internet, new tools and platforms are developing, the effective use of which contributes to the development and effective use of Internet marketing. In this article, we would like to single out the Telegram social platform as a new developing platform. The emergence of the latter introduced a new format in the Internet marketing toolkit, particularly in RA conditions.

Methodology. For the studies carried out in this article, a comparative analysis was carried out between Telegram, Facebook and Instagram social sites: the results are presented using a table developed by us. In the table we have reflected the advantages and disadvantages of using the above social sites.

Literature review. The official pages of a number of well-known Armenian and international organizations, news websites, bloggers' Telegram channels, which promote their own brand, product and (or) service through this platform, were taken as the basis of the analysis. Despite the fact that Telegram was considered a classic communication platform at the initial stage [Berezin, 174], today we consider it as a serious tool of Internet marketing, taking into account one of the most important problems of the latter - to collect such an audience that will think like the author [Kachkaeva et al., 2010, 200]. Today, there are quite serious works on the Telegram social site, in particular, there are works related to the use of Telegram in the field of political communication [Dorokhin, 2019, 103-105], [Mokraya, 2018, 62-65], in the field of bots [Ivanov, 2016, 126-132], in the field of image and branding, as well as ensuring the security of the messenger and blocking the latter [Abdrahmanov, 2018, 35-38]. Despite the many studies devoted to the

Telegram social site in the scientific field, as a newly developing tool of Internet marketing, the latter still remains understudied and very actual.

Scientific novelty. The scientific novelty of the article lies in the fact that as a result of the study, the problems of evaluating the effectiveness of Telegram were identified and standards were developed that allow them to be solved.

Analysis. According to the analysis reflected on the sensortower.com website, in 2021, Telegram ranked 5th as the most popular and most downloaded application [top apps worldwide]. Our studies show that the site has both advantages and disadvantages, which we have reflected through a table; in parallel we have made a comparative analysis between Telegram, Facebook and Instagram social sites (Table 1).

Tool	Telegram	Facebook	Instagram
Advantages	Better conversion	Group video call capability	Possibility of online communication
	Diversification opportunity	Deep analysis capability	Constantly updated features
	Absence of paid advertising, presence of bots	Large number of users	Easy search for interesting content
	Sharing any kind of media files	Quite understandable and attractive interface	The most engaging platform for running stories
	The highest level of security	Content filtering, filtration	Quick download of pictures and videos
	No spam emails	Affiliate work of social sites Facebook and Instagram	The use of paid advertising in both the story section and the news feed
	Low level of competition	Multiple advertising tools for business pages	Possibility of mutual subscription and likes
Disadvantages	Resourceful application	Frequent leaks of personal data	Activity addiction
	Very low level of content control	Lack of sending contact information	Paid advertising
	No news feed	Various blockings	Presence of spam
	Lack of online communication	Pretty strict rules	Quite a lot of competition within the platform
	Still not well-studied platform	A completely unstudied algorithm	Lack of an attractive desktop version

Table 1. Comparative analysis between Telegram, Facebook, and Instagram social sites

Based on the figures reflected in the table, we can clearly say that the promotion of the product and (or) service on the Telegram social site should be developed in RA,

taking into account the fact that the creation of the channel does not require money, it is free. It is also important that the target audience receives only information about the given product and (or) service, which means that users, if they are followers of the given channel, remain loyal because they receive only information that interests them. Our studies show that the Telegram social site and the management of Telegram channels in Armenia experienced rapid development in 2020, when this platform was the main source of news during the 44-day war. The fact that the content was not controlled, that many videos from the battlefield were posted, which were immediately blocked on other platforms, brought more recognition. After the war, such a rapid increase in the audience was also observed from September 13, 2022, when, during the military operations following the large-scale aggression of Azerbaijan, many Telegram channels again became the only source of news; Let's remember that the Tik Tok social site was blocked in 2020 because of the distribution of videos with various violent content from the 44-day war [Karapetyan, 2022, 38], the same thing happened on September 14, 2022, and Telegram was never blocked, remaining the only, and sometimes unofficial, source of materials.

Today in RA, this platform is the most widely known in the media sector, and it can be safely said that news agencies promote their products very effectively through this platform, in fact, they carry out effective product and (or) service promotion by using this internet marketing tool. According to Armenian Global Community website www.armeniangc.com, the most popular Telegram channels in Armenia are as follows:

- <https://t.me/bagramyan26> - 136 601 followers
- Sputnik Armenia - 50 118 followers
- Armenia Today - 38 989 followers
- <https://t.me/SamvelMartirosyan> - 11 212 followers

Based on the data of Table 1 compiled by the author, where the advantages and disadvantages of Telegram are reflected, considering the results of the comparative analysis, we can conclude that:

- Telegram's high level of security is associated with a fairly complex protected encryption of the site.
- The lack of advertising in Telegram has a negative effect on the attitude of many users. Advertising is available only within specific channels and chats. Our research shows that users of this platform are more able to pay financially because they use it exclusively for work purposes.
- The low level of competition on the social networking site Telegram also contributes to the effectiveness of the platform.
- Telegram has the highest conversion rate. Most users see content that is downloaded immediately, and content posted on Facebook may be lost along with other content as the news feed refreshes. The possibility of diversification is very important,

particularly in the media field; today, when the Facebook social field has become one of the best platforms for news, sometimes the media field cannot fully master the changes that occur on this platform, there is no similar problem on the Telegram social site; there is a target audience and directly addressable materials. Our studies show that the activity of the Telegram platform is not related to the number of posts or activity, and that the number of followers does not decrease or increase depending on it.

- The lack of recommendations and news feed in Telegram means that followers simply cannot appear in other channels, which is a disadvantage of this platform.

- Telegram has extensive image and file storage capabilities, which makes it a more attractive platform.

- The bots available in Telegram allow the collection of high-quality and fast statistics, as well as the ability to keep in touch with followers and run more effective channels. Our studies show that bots allow you to use your time more rationally, as they allow you to manage channels completely or partially automatically, for example, to schedule the installation of various posts, the implementation of various requests, as well as the download of various files, even allows YouTube video conversion of video clips from hosting to audio message. Unlike the recently popular and trending social media site Tik Tok, the social media site Telegram has an age limit of 18-65 years, which means that users have different preferences.

Our studies show that citation is an important indicator on the Telegram social site. It is noteworthy that the citation index was renamed as website quality index from August 31, 2018, which takes into account not only links but also other data [Ваганян, Ваганян, 10-11]. If, for example, on the same Instagram social site you can gain recognition through the right hashtags, then in Telegram, citation is important, the citation index. The citation index shows the recognition and popularity of the given channel; in other words, the more reposts, the higher the citation index and the more popular the given channel is. Therefore, this index should be taken into account when analyzing this or that channel. In RA, the Telegram social site's audience is growing day by day, and Russian bloggers of Russian, Armenian nationality, who have been actively using this platform for a long time, also contribute to this. According to Tgstat data [analytics], in 2020 there were 220,000 channels on the website, of which 133,000 are Russian-language channels.

Today, Telegram is very actively used in countries in a war situation, because this platform does not have content-dependent blocking, filtering, as well as news filtering. This platform has also been actively used by officials for this or that news application. Telegram has recently started to be very actively used by bloggers who switched to this platform from other platforms, for example from the Instagram social site, a sharp increase in this flow was observed recently when a number of social sites were blocked in Russia and the only alternative was the Telegram social site itself.

Based on our studies, promoting one's own brand on this platform is not very effective, because bloggers basically have fewer followers on this platform than, for example, on the same Instagram social site; for example, the same famous beauty blogger Gohar Avetisyan has 11.6 million followers on Instagram [goar_avetisyan], and 21,531 followers on the Telegram social site, the difference is obvious. Therefore, there are a number of problems in RA, in case of solution of which the effectiveness of using this tool will be more obvious. In this article, we would like to highlight a number of problems that, in our opinion, hinder the development of this internet marketing tool the most and give ways to solve these problems:

- Intermittent channeling, in other words, there is still no competent and regulated guide to channeling. For example, news outlets, for which this platform is one of the most effective, run their channels intermittently, and this is one of the biggest mistakes of operating on this platform. Studies show that intermittently uploading content results in a dramatic drop in followers.

- The fact that the content is mainly in Armenian, although most of the channels have recently become bilingual. Until 2020, the news channels were downloading content in the Armenian language, which led to a drop in followers, not taking into account the fact that the majority of followers are Russian-speaking and the most effective way is to run the channel in two languages.

- Avoiding the platform due to the lack of ads. Many avoid this platform when choosing internet marketing tools because there is no concept of paid advertising, although there are payments for advertising on other channels. It is possible that after some time this unusual advertising method will become acceptable in RA.

- The fact that the platform is not very popular in RA; this circumstance, we think, is related to the fact that there are no adequate human resources who have the appropriate skills and knowledge to use this platform effectively. We think that human resources are needed, who will be able to constantly modernize and actualize the chat, and this is one of the most important requirements of Telegram. Our research shows that since the growth of comments on this platform does not affect the algorithm, only the modernization of the chat can affect the algorithm.

Conclusion. We can note that the Telegram social site has a number of advantages over other sites, but the most important advantage is that the Telegram market is virtually free from competition, the same cannot be said about Facebook or Instagram platforms, for example, where the market is already divided and there is very strong competition. Since we already mentioned that citation is important on the Telegram social site, we suggest using the site quality index (SQI) as a new criterion for evaluating the effectiveness of the given platform. This criterion is also important to apply because

it gives an idea about the demand of the audience. However, when choosing the Telegram social site as effective Internet marketing tool, one should consider the latter;

- does not have algorithmic filtering, unlike other websites; we do similar filtering on the Telegram platform independently,
- does not have the ability to have a large number of followers,
- is a textual medium, unlike the social site Instagram, which is more visual.

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Our research shows that while the so-called "desktop audience" is shrinking, the number of active mobile users is increasing, and as a result, platforms that are adapted for mobile use are benefiting. The purpose of this article is to study the disadvantages and advantages of the Telegram social site, to consider it as a new and effective tool for Internet marketing. The actuality of the topic lies in the fact that today the number of users of this platform is increasing, who use Telegram as a platform for communication with customers, as an interesting tool for product and (or service) promotion. At the same time, the latter is used to analyze user preferences. The value of the results of the article is conditioned by the increase of the latter's role, and the practical significance of the result is emphasized to the extent that the analysis in the article will contribute to the effective choice of this or that internet marketing platform.