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Telegram Marketing Secrets

Chapter 1: What is Telegram and Why You Should Use It

The Rise Of Telegram

On Feb 22, 2014, WhatsApp messaging services suffered an unprecedented four hours of downtime due to a power outage which lasted for 4 hours.

During that period, nearly 5 million people signed up for Telegram messaging service and due to that the amount of downloads flew straight up to the top of the App Store charts.

Due to that, Telegram became the top free app in over 46 countries from Germany to Ecuador.

In the US and several other countries, Telegram became the no.1 social networking site ahead of Facebook, WhatsApp, Kik and several others.

What Is Telegram?

Telegram is a messaging app which emphasizes on speed and security, while having simplistic features similar to WhatsApp and it is FREE!

Users can even access Telegram on any device at the same time, your messages will



sync seamlessly across any phone numbers as well as on tablets or computers.



Telegram's core features allows users to send messages, photos, videos and files of any type(doc, zip, mp3, etc), as well as forming groups for up to 5000 people or channels for broadcasting to limitless audiences.

Users can even search their phone contact by finding people by their usernames. Telegram's feature is basically a combination of SMS and email and can handle all the user's personal or business messaging needs.

Why You Should Use Telegram

Telegram is suitable for anyone who wants fast and capable messaging. For business users and small teams may enjoy the massive groups, desktop apps and amazing file sharing features.

Since Telegram groups can have up to 5000 members, features such as replies, mentions and hashtags can help maintain order and keep communication in large communities efficient.

Telegram functions expand on animated gif search, a state of the art photo editing tool and an open sticker platform. Furthermore, there is no need to be concerned about memory space on your device at all.

Telegram has its own cloud support and cache management options which mean Telegram will barely take up any space in your phone.

For users that are keen on extra privacy should check out Telegram's advance settings



and rather revolutionary policy. Telegram messaging feature also allows Secrets Chats with self-destructing messages, photos and videos. Moreover you can even lock your app with an additional passcode.



Differences Between Telegram And WhatsApp

Telegram is a cloud-based messenger with seamless sync unlike WhatsApp. As it is cloud-based, Telegram delivers messages quicker than WhatsApp.

WhatsApp can be accessible from its web-enabled interface but this interface will only work on Google Chrome and the phone needs to be on while connected with mobile data or wifi.

Compared to Telegram, it has its own installation-based cross-platform client, and can be accessed from your desktop or your tablet no matter which OS(Linux, Windows, iOS, Android) and your mobile device does need to be connected with any data connection.

When it comes to file sharing, WhatsApp only features audio/video files transfer and you cannot share documents or other files (via web or mobile) whereas Telegram offers up to 1GGB of uninterrupted data transfer between users.

Any type of document, media (PDFs and other office or common “desktop” used formats) can be shared among other Telegram users.

In terms of private or encrypted conversation capabilities, WhatsApp does not have such a feature whereas Telegram supports advanced encrypted (end-to-end encryption) also known as “Secret Chat” messages.

When a user invites another party to a secret chat, the messages are removed



after a preselected period of time of being read. The read messages are not kept on cloud servers or local cache.



Last but not least, WhatsApp lacks on-device support instead they “outsource” support to your mobile carrier. Telegram has an on-device support chat where the developers answer any enquiries or questions.

Chapter 2: Setting Up Your Telegram Business Account

When it comes to setting up your very own Telegram Business account, it is as easy as setting up any other messaging app account. In this chapter you will learn how to:

- Set up your own Telegram Business account
- 2-Step Verification Work
- Inviting Friends
- Making Calls and Video calls
- Utilizing Secret Chat



- Creating and managing Groups, Supergroups and Channels

Setting up your own Telegram Business account



As you may have known, Telegram is available on Mobile apps, Desktop apps and Web apps as well. To fully utilize and manage your business account, using the desktop apps version on

Windows/Mac/Linux/macOS helps you manage your account easier compared to using the Mobile apps version. That being said, you need to download the Telegram app into your mobile phone first.

Once done you can start synching your contacts into the Telegram mobile app along with your Telegram desktop. Furthermore, Telegram accounts can be accessed simultaneously across different platforms at the same time without any setbacks from the verification process.

Mobile Version

Head over to your “Play Store” for Android and “App Store” for IOS to start your download for your Telegram. Next confirm your country code and then key in your phone number to complete the sign up process.





iPhone



Figure 1

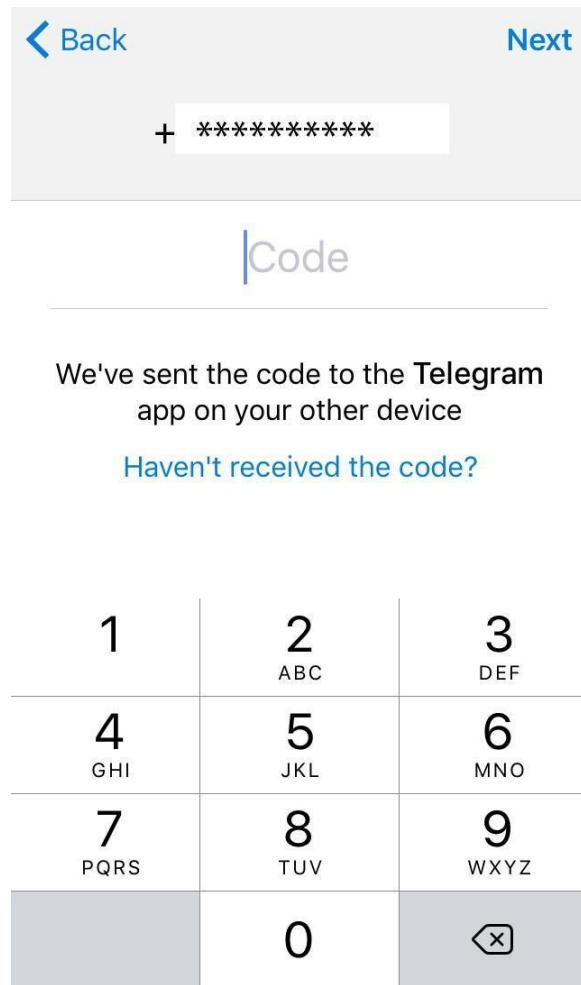


Figure 2

Moving on to Figure 2, Telegram will send you a 5 digit verification code to your phone to complete the verification process. Before proceeding towards syncing your contacts into Telegram, there are 2 more adjustments to be made before you could utilize your Telegram account.

Firstly in Figure 3 you are prompted by Telegram if you would like to receive notifications. Set it to “Allow” to ensure you are notified from time to time if you receive any notifications or alerts.



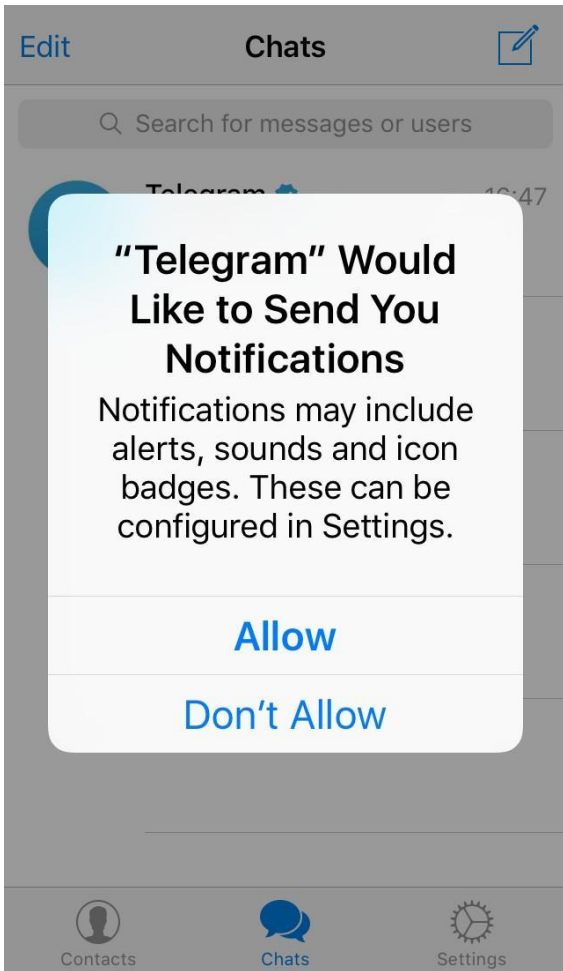


Figure 3

In Figure 4 is the vital step to sync your contacts to your Telegram mobile app and which in turn will sync up to your Telegram Desktop as well. Press “Allow” to sync your contacts and you are ready to interact with your contacts through Telegram.



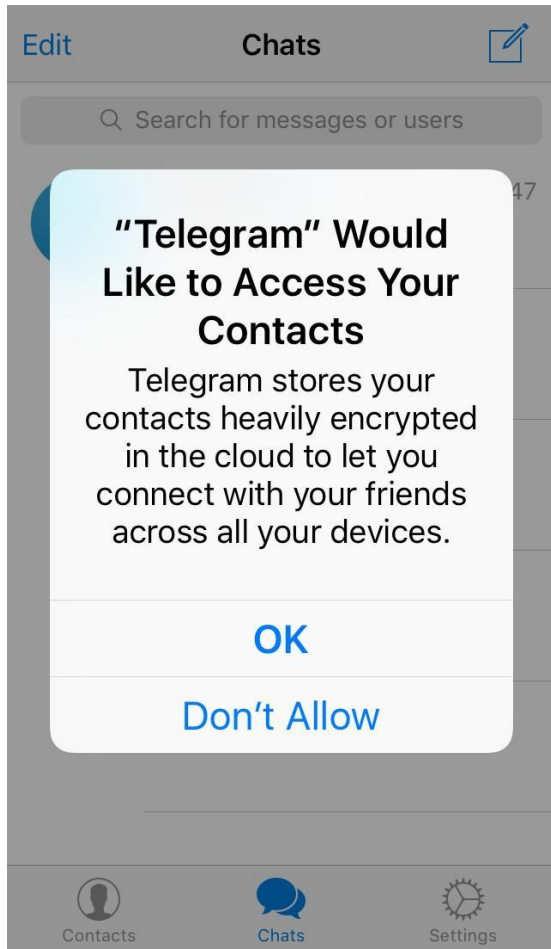


Figure 4

Desktop Version

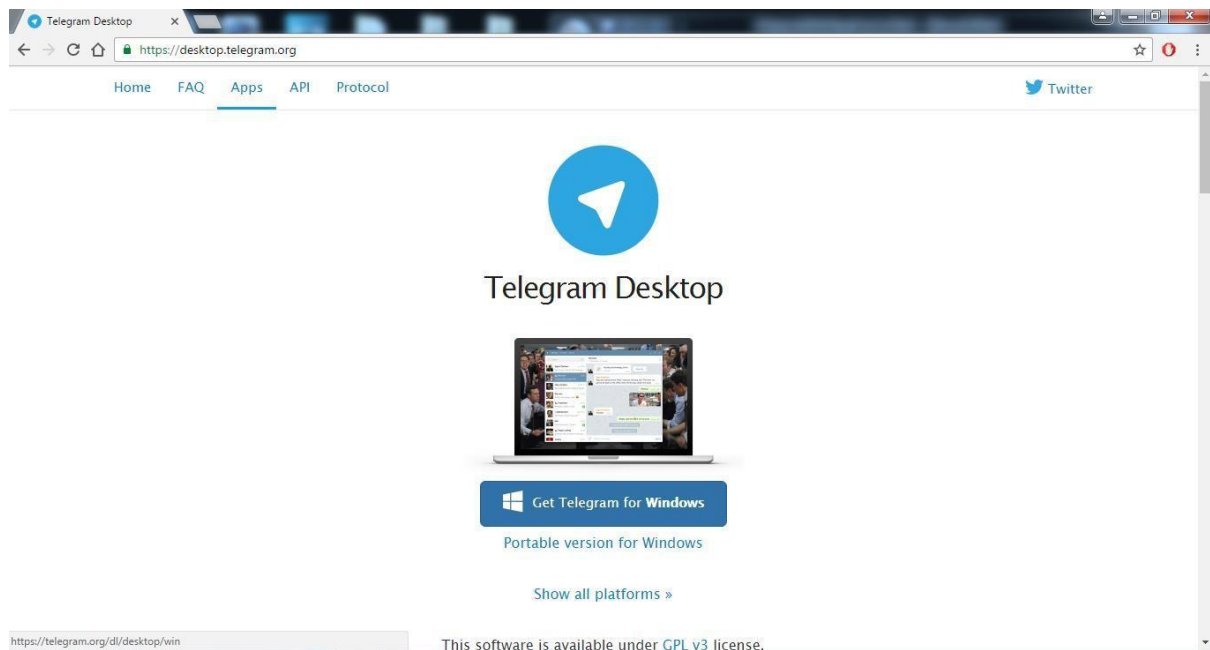


Figure 5

Head for this link at <https://desktop.telegram.org> to access the download page for your desktop. Click Get Telegram for Windows to download the installation file for your Telegram Desktop. Once the download is completed, proceed to install the software into your desktop.



Figure 6



Select the choice of your language and proceed to the next step.



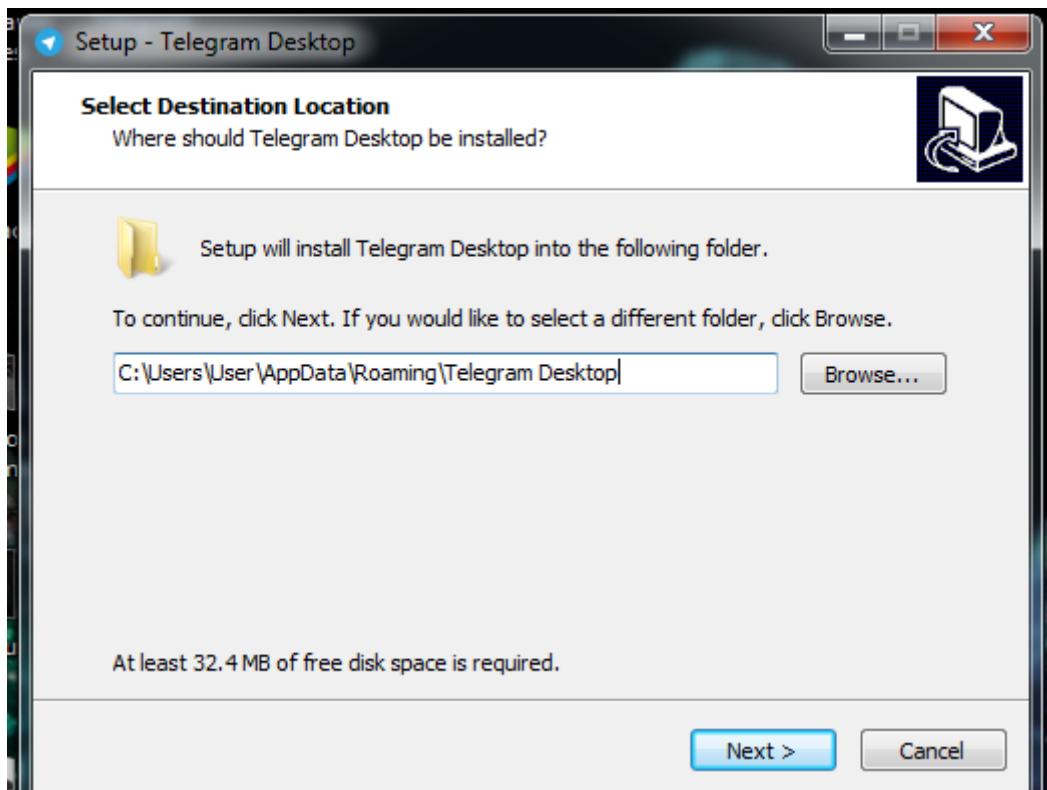


Figure 7

Select your desired destination location where your Telegram Desktop will be installed. Proceed to the next step once the location has been determined.

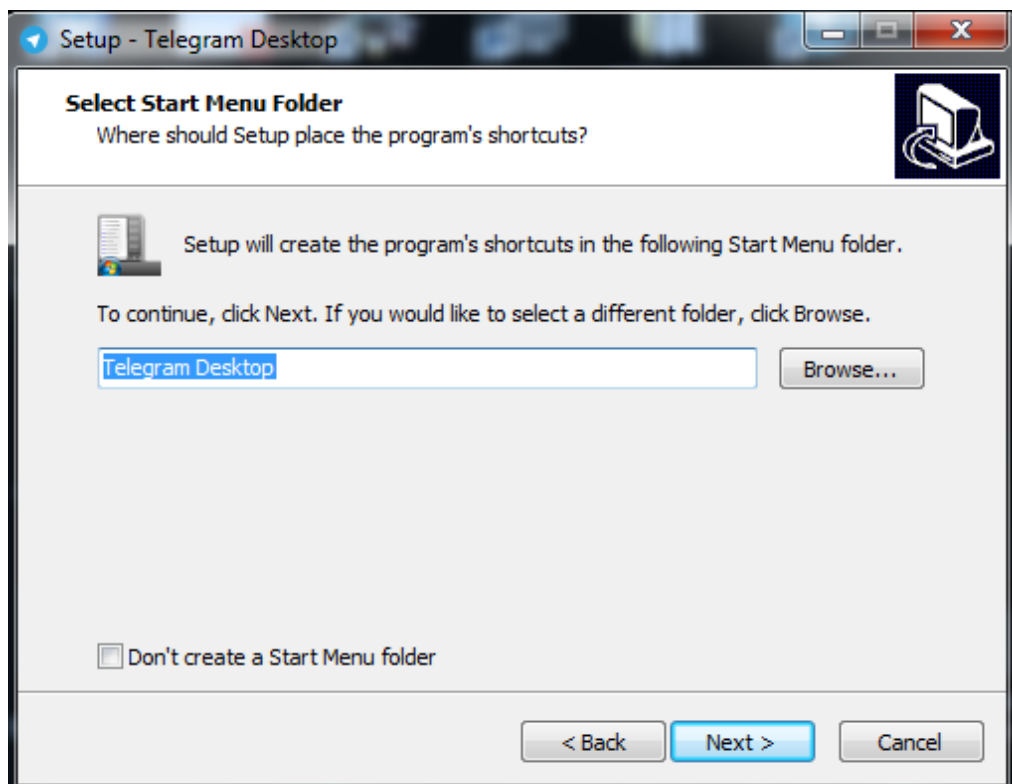


Figure 8

If you would like to create a Start Menu Folder, click browse to determine where the folder will be located. If you do not intend to create a Start Menu folder, click Next.

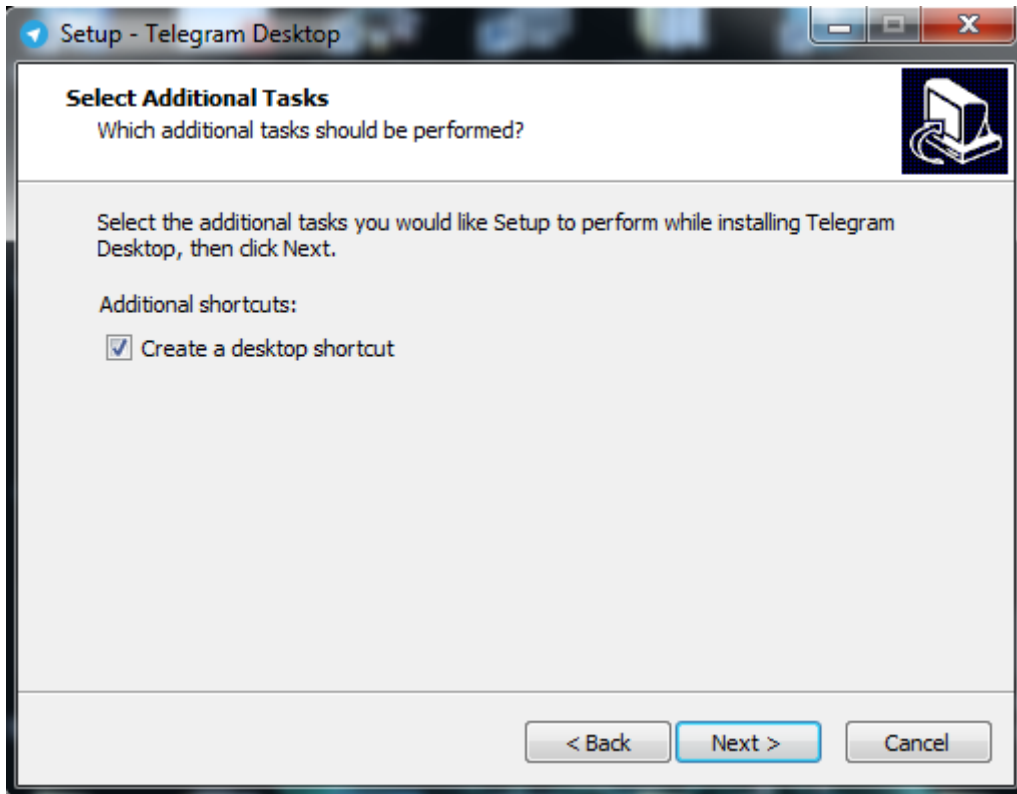


Figure 9

In this step, you have the choice of having additional shortcuts place on your desktop shortcut. I highly recommend that you create a desktop shortcut for easier accessibility.



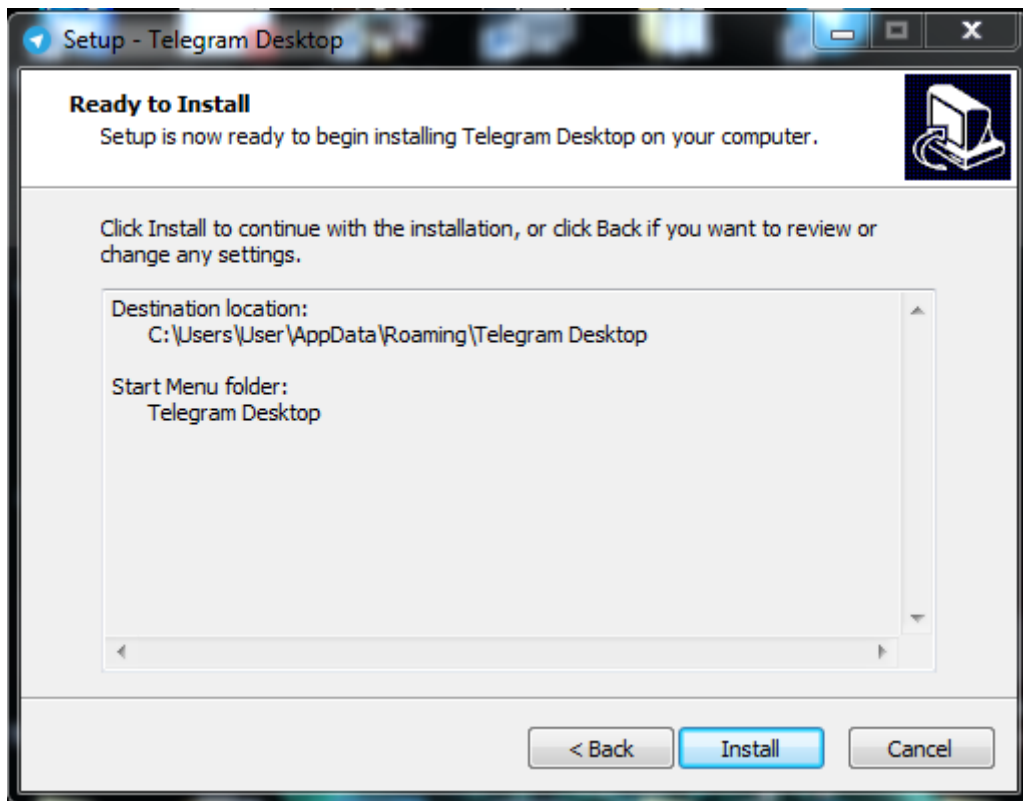


Figure 10

Double check your installation setting and make sure everything is in the right order. Now you can start the installation.



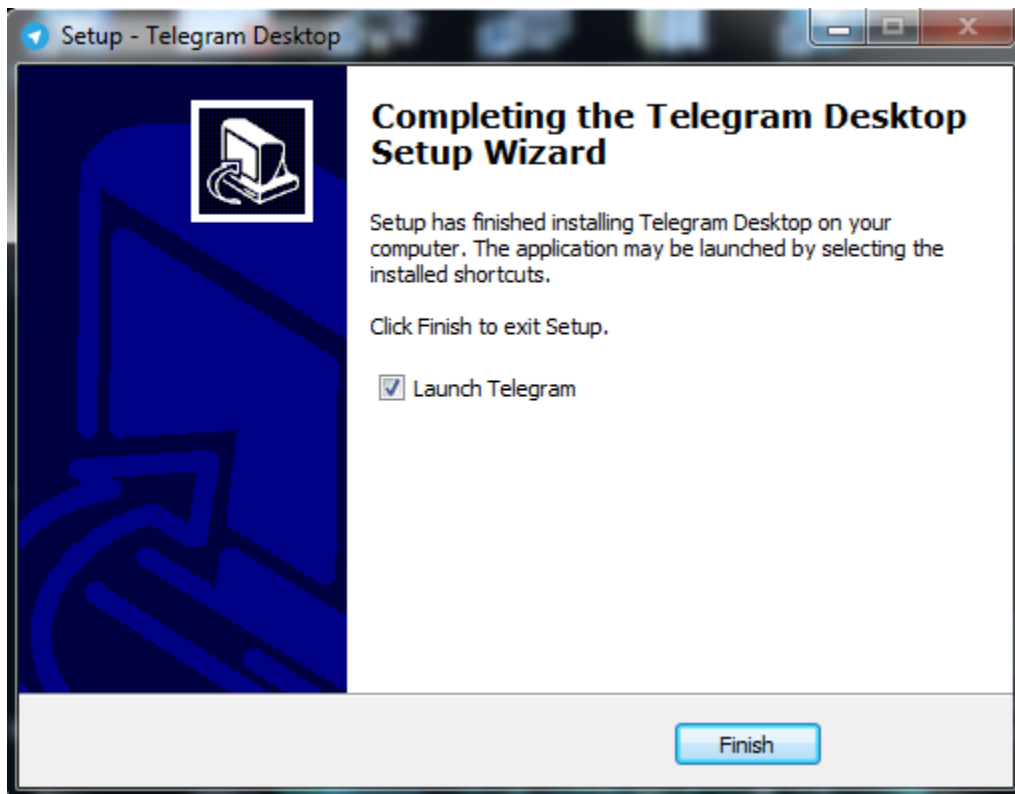


Figure 11

Now that you have successfully installed Telegram into your desktop, it is time to learn how to utilize Telegram to suit your business. Click launch to proceed to Telegram.



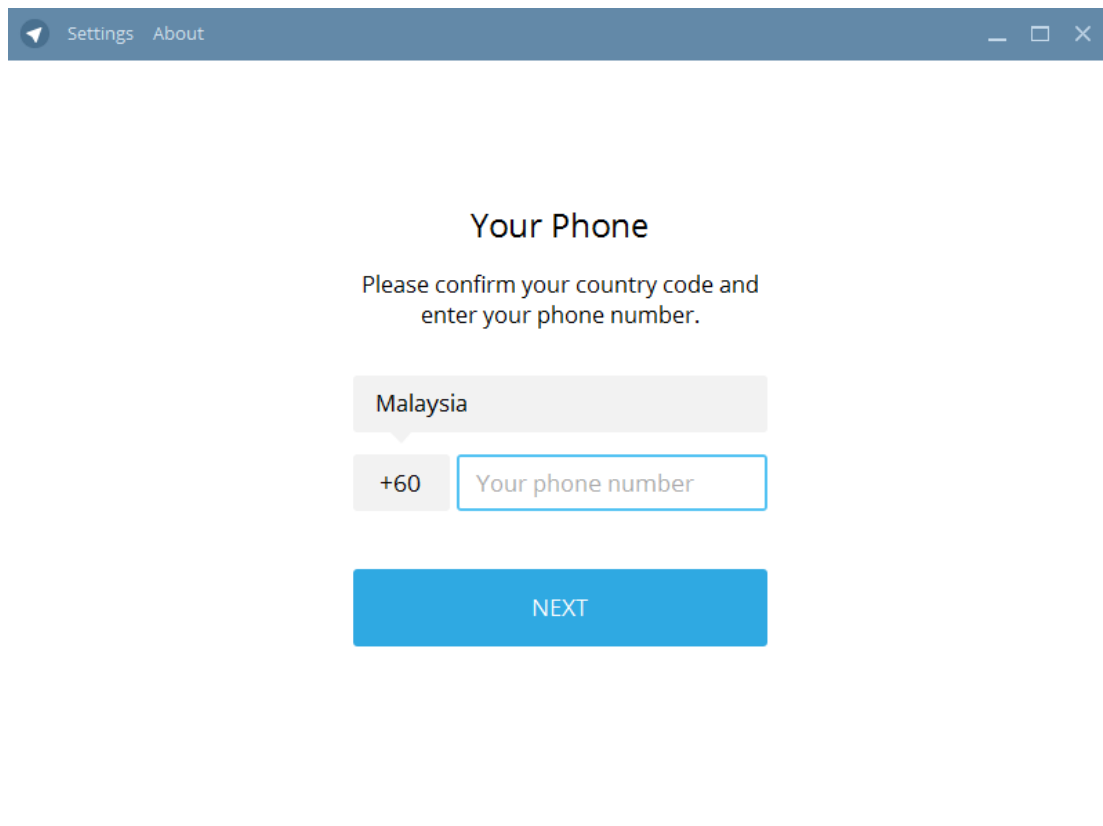


Figure 12

To utilize Telegram, you are required to register your mobile number. This will effectively register the phone number in to your Telegram account. Each country has a different code so make sure you have selected your country and key in your phone number and click OK.



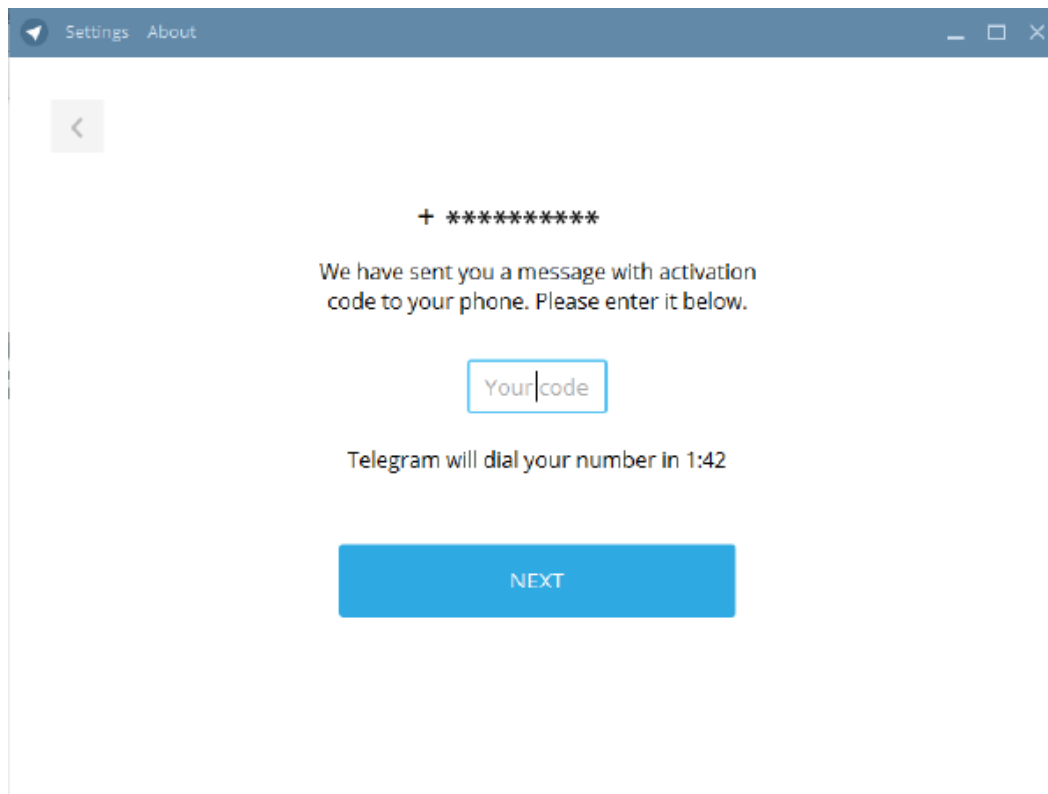


Figure 13

In this step, Telegram will send a 5 digit verification code to your designated phone number. Once you have received your verification code via SMS or a phone call, proceed to key in the verification code.



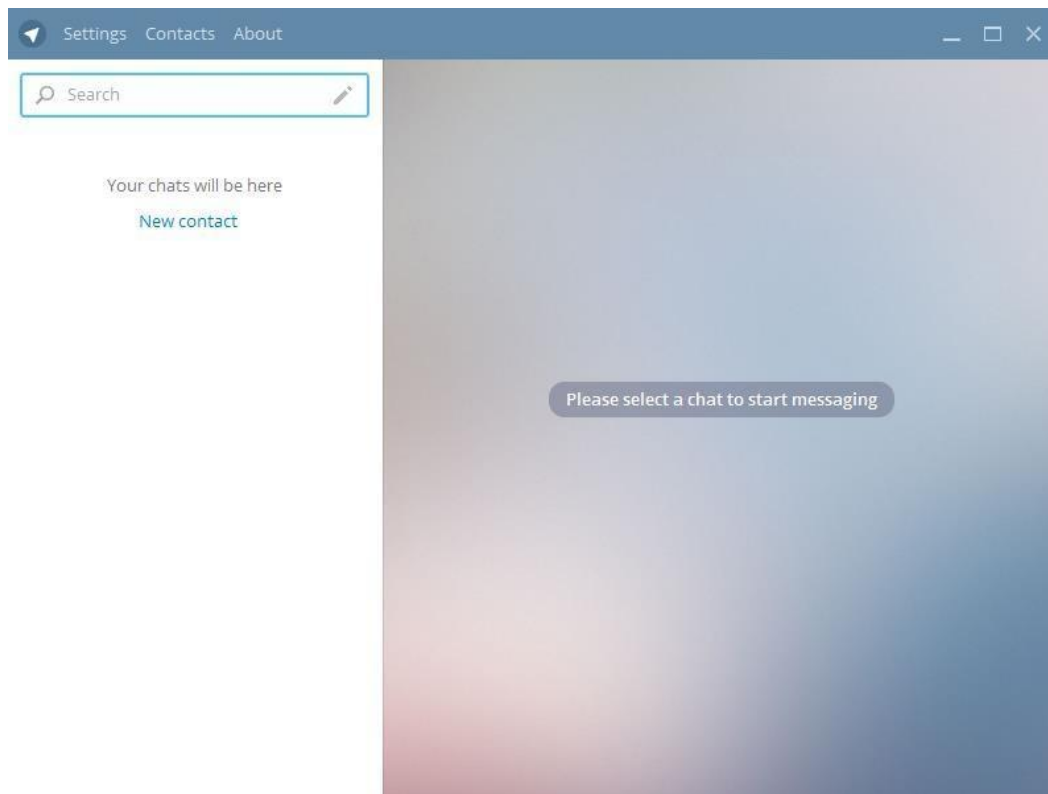


Figure 14

Once the verification is successful, you have access to your Telegram homepage. There are 3 main tabs on the top left of the homepage: “Settings”, “Contacts” and “About”.

2-Step Verification Work

With Telegram’s unique feature which allows users to access their Telegram account across all mobile and computer platforms, privacy and security measures is the top most priority to ensure your account privacy and contacts are secure.

This is where the 2-Step Verification Work was recently introduced to protect your



account. What it does is that it allows you to set up a password that will be required every time you log into your account from a new device.



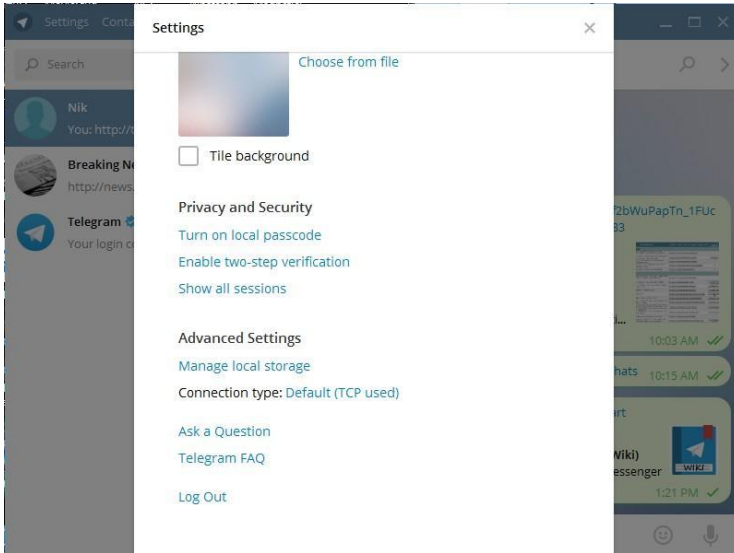


Figure 15

On Figure 15. Click on to Settings at the top left bar and scroll down to Privacy and Security settings.

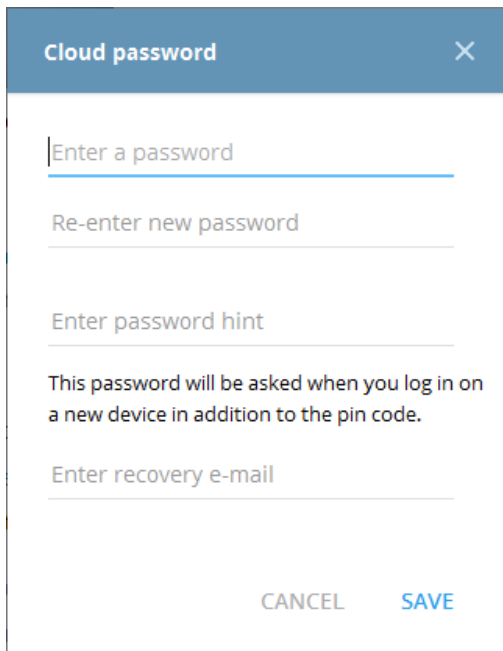


Figure 16



Next on Figure 16, key in your new password for the 2-Step Verification Work and the password hint to correspond with it. Set up your recovery e-mail as well to activate your 2-Step Verification Work to enhance your account security.



Inviting Friends

To build up connections in Telegram, the best way to do it is to invite your Friends to Telegram.

For iOS users you can send a basic invitation through SMS messages or just simply sent them a download link via other messaging services such as email, Facebook or Whatsapp.

Whereas for Android, you can open the app menu and go to Invite Friends followed by choosing an application via which you would like to send out invitations.

Secret Chat

One of the key features in Telegram where no other messaging app has, Secret chat allows you and the recipient to interact with each other without any privacy and security concerns.

This is because Secret chat uses end-to-end encryption where no one else can decipher the messages even at Telegram.

Moreover messages cannot be forwarded from secret chats compared to other messaging apps which allows users to copy and paste messages.

Additionally, Secret Chat allows you to delete messages on your side of the conversation and this applies on the recipient's conversation side as well.

Last but not least, all messages, photos, videos and files in Secret Chat can be self-terminate in a set amount of time after they have been read or opened by the recipient.



Starting Up a Secret Chat

Currently the Secret Chat feature is only available on iOS, Android and Windows Phone. To start a new message on iOS, tap the icon in the top-right corner in Messages.



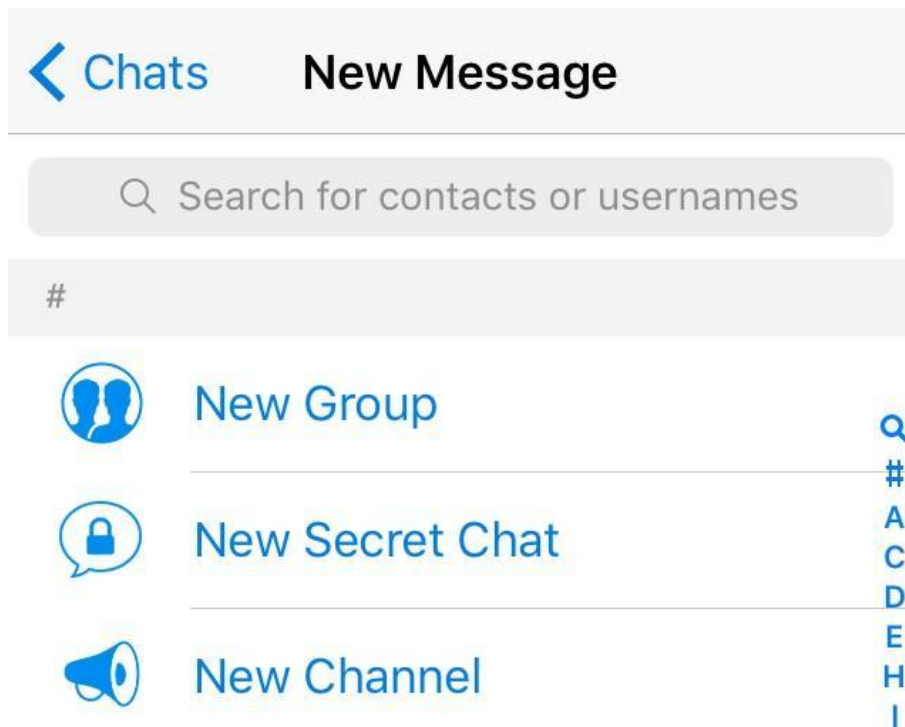


Figure 17

For Android, swipe right to open the menu, then “New Secret Chat”. For Windows phone, tap the “+” icon in the chats list, then ‘New Secret Chat’.

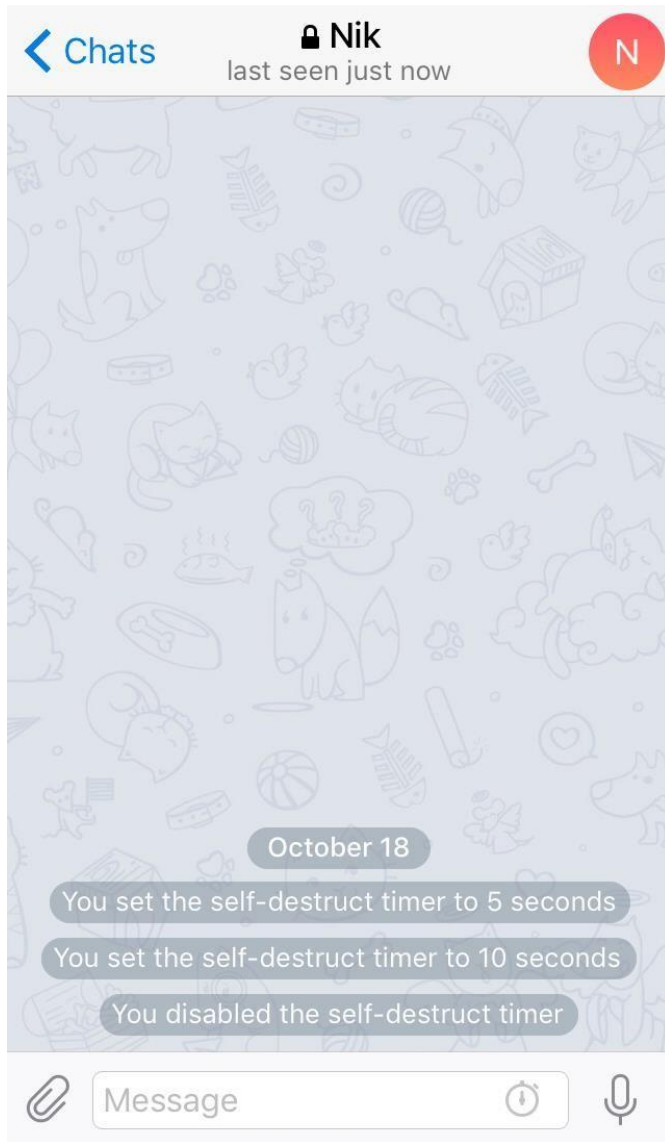


Figure 18

Self-Terminate Messages

To set the timer to delete messages, simply tap the clock icon (in the input field on iOS, top bar on Android, chat info page on Windows Phone). From there you can set



the timer to your desired time limit, when the timer starts to run when the message is shown on the recipient's screen. Once the timer runs out, the message is removed from both sides of the devices.



Supergroups and Channels

The Telegram Group Chat feature allows you to chat and interact with up to 200 group members at once by default and it can be enhanced into Supergroup which increases up to 5000 group members.

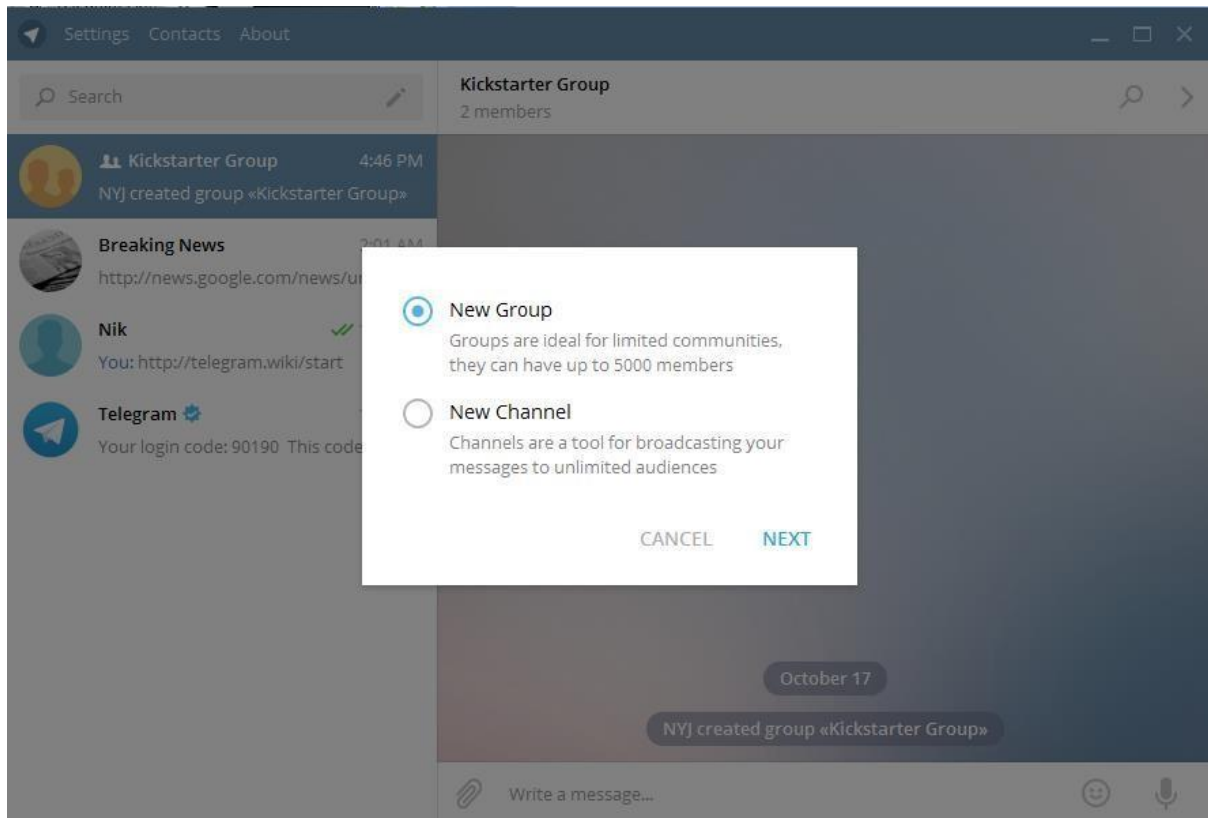


Figure19

To create a group on iOS, scroll towards a new message and tap the icon in the top right corner in Chats. For Android tap the circular pencil icon in the chat list and for Windows Phone tap the “+” button on the bottom bar.

Assigning Administrators in Group Chats



Generally, running small group chats can be easily managed by a single person and everyone in the group can invite new members in.



Moreover anyone can change the group's name and photo as well. Once the group becomes a large community, it takes more people to manage such a large group of people.

This is where the administration mode comes into play. By having an administration which consists of several core members allows easier control and management of a Supergroup.

Features such as adding new people and changing the name and photo of the group as well as removing members out of the group will only be restricted to administrators.

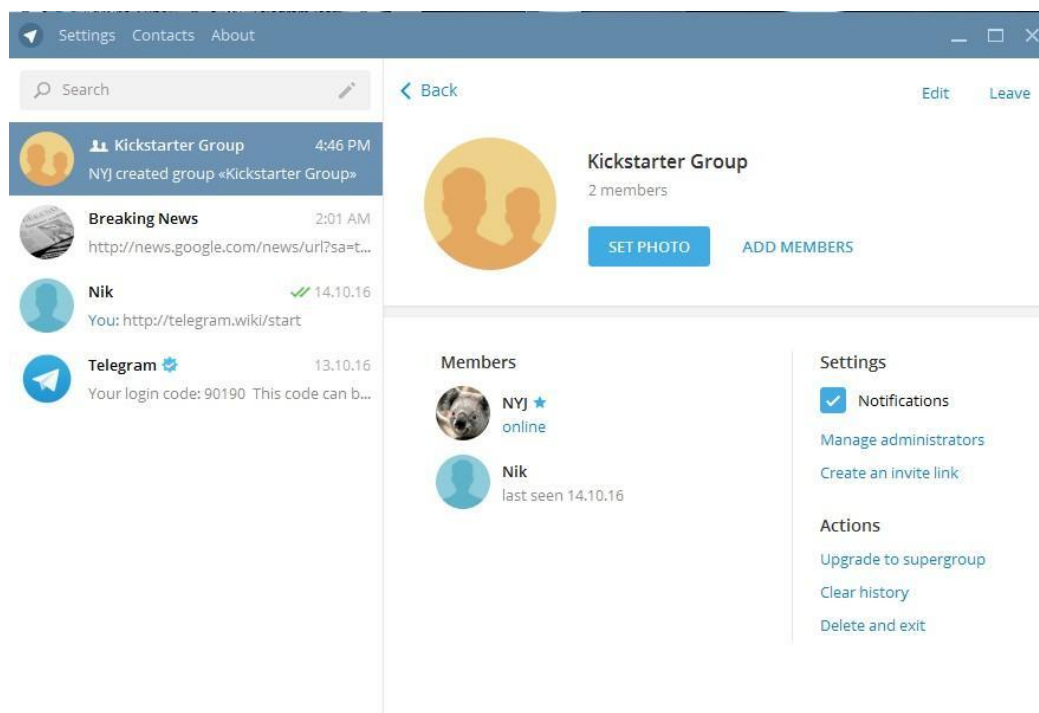


Figure20



In Figure 20 to assign administrators, for iOS go to group info and tap the photo in the top right corner on the group's chat screens. Scroll towards the Settings section, under Notifications, click on Manage Administrators. Disable 'All Members are Administrators' and assign administrators from the members list.



For Android go to Group Info and tap the name in the header. Next in the top right corner, set administrators and disable 'All Members Are Admins' and appoint administrators from the list.

Lastly for Windows Phone, go to group info and tap the name in the header. In the bottom right corner, set administrators and disable 'All Members Are Admins' and appoint people from the list.

Channels

Channels works as a broadcasting tool to broadcast public messages to large audiences. There is no limit to how many audiences you can reach; that means your message can be broadcasted to the entire world's population.

When you post a message in a channel, the message is signed with the channel's name and not yours. Similar to supergroups, you can assign administrators to support you in managing the channel.

Moreover any new members that join the channel can see the entire message history.



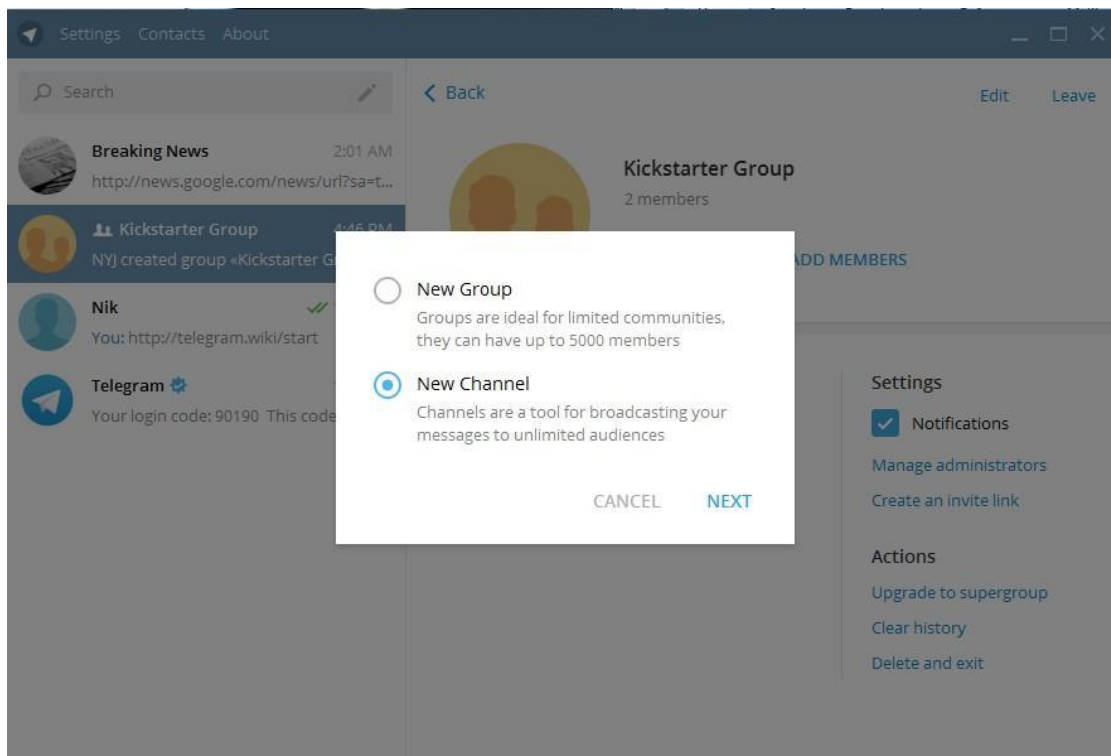


Figure21

To create a channel for iOS, start a new message and tap the icon in the top-right corner in Chats. For Android tap the circular pencil icon in the chats list and for Windows Phone tap the '+' button on the bottom bar.



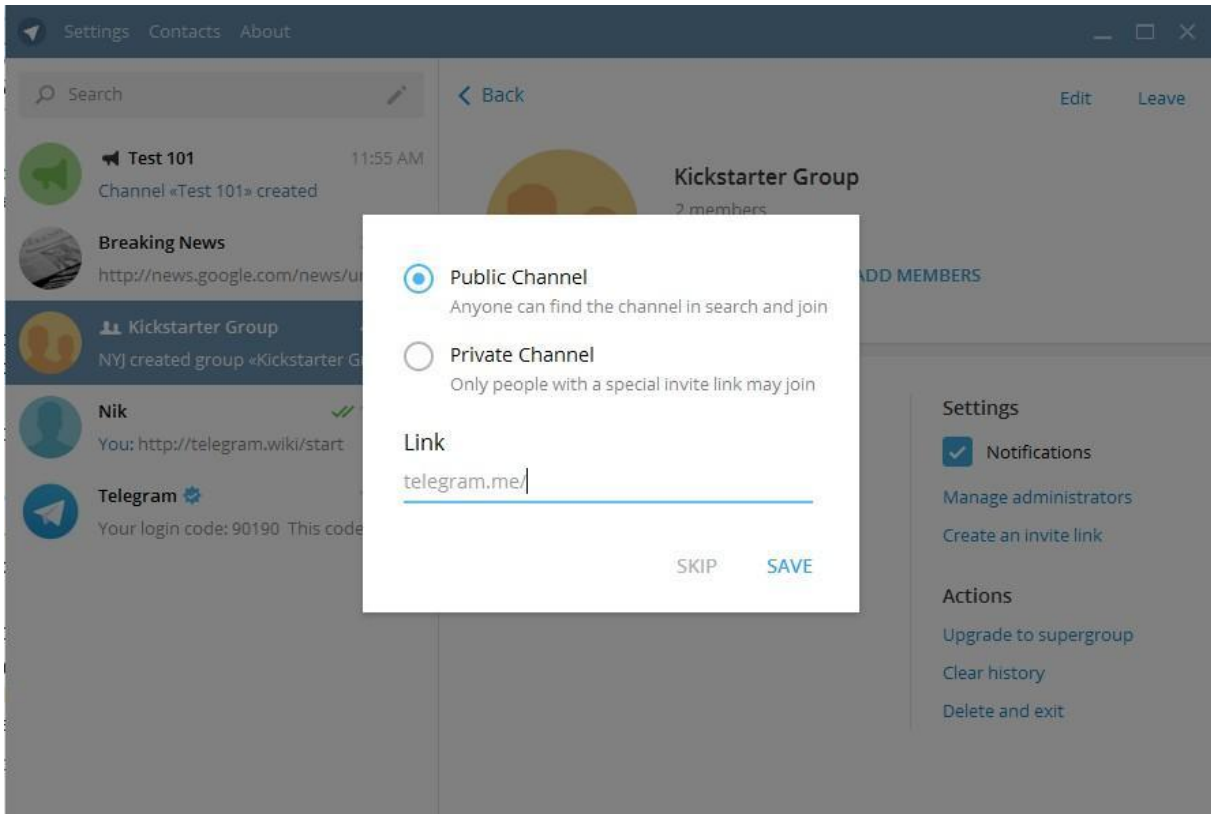


Figure 22

If you would like to set up a private channel, you can adjust it to your preference. Public channels can be searched by any Telegram users through the channel's username and join in. Whereas private channels can only be added by the channel's creator or receiving an invitation link.



Chapter 3: Telegram Automation Tool And Bots

What are Telegram Bots

Bots are Telegram accounts operated by specific programs. They can respond to messages or mentions, can be added into groups and can be combined into other programs.

To name a few things, you could use bots to get customized notifications and new or any relevant content as soon as it is published. A bot can provide you with alerts, weather, forecasts, translations, formatting or other services depending on how you want to customize it to suit your preference.

A bot can even be developed into simple arcades and puzzles to 3D-shooters and real-time strategy games. Moreover bots could even work to establish social services by connecting people for conversation based on common interests or proximity.

How Bots work

Telegram bots do not require any phone number to set up. Users can interact with bots by sending messages and commands to bots by opening a chat with the bot or by adding them to groups.

Furthermore you can send inquiries straight from the input field by keying the bot's @username and a query. This allows sending details from inline bots directly into any chat, group or channel. Any messages, commands and inquiries submitted by the users



are directed towards the software running on your servers.

Creating your own bot



Creating your very own bots is easy but you will need a minimal amount of skills in computer programming. That being said, if you don't have the coding skills there is software that could help you make a bot fully animated without servers, code knowledge or any technical requirements.

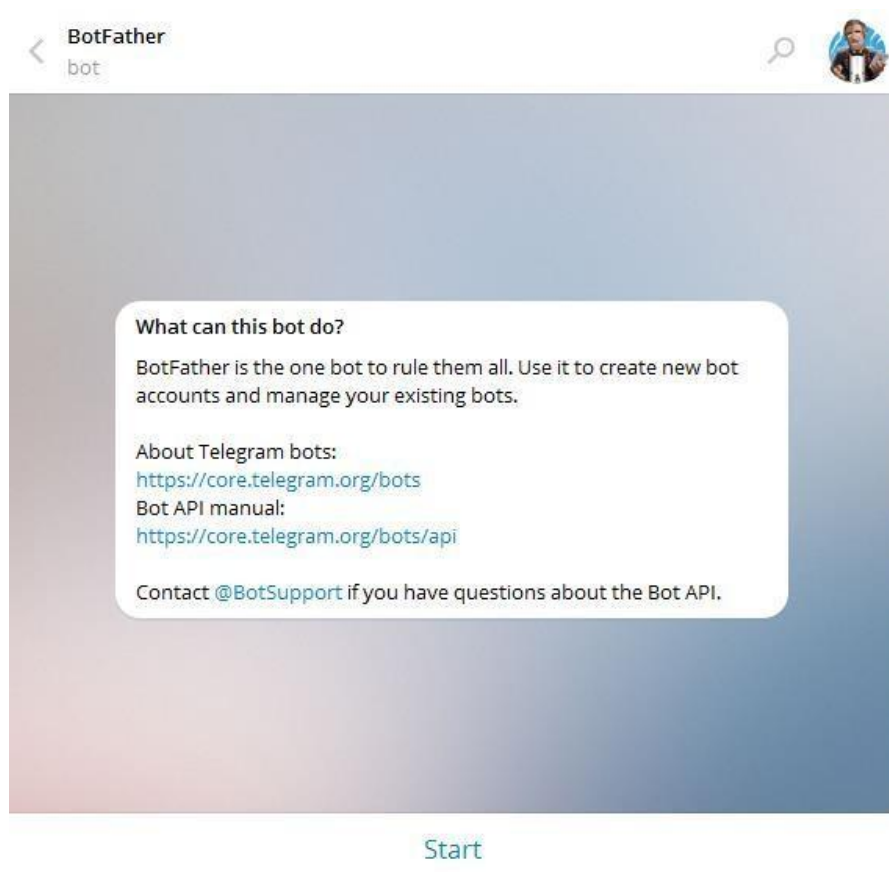


Figure23

Firstly you need to open a chat with the BotFather(<https://telegram.me/botfather>) and follow several easy steps to create your bot. First step press the Start at the bottom of the chat page to commence your bot creation.



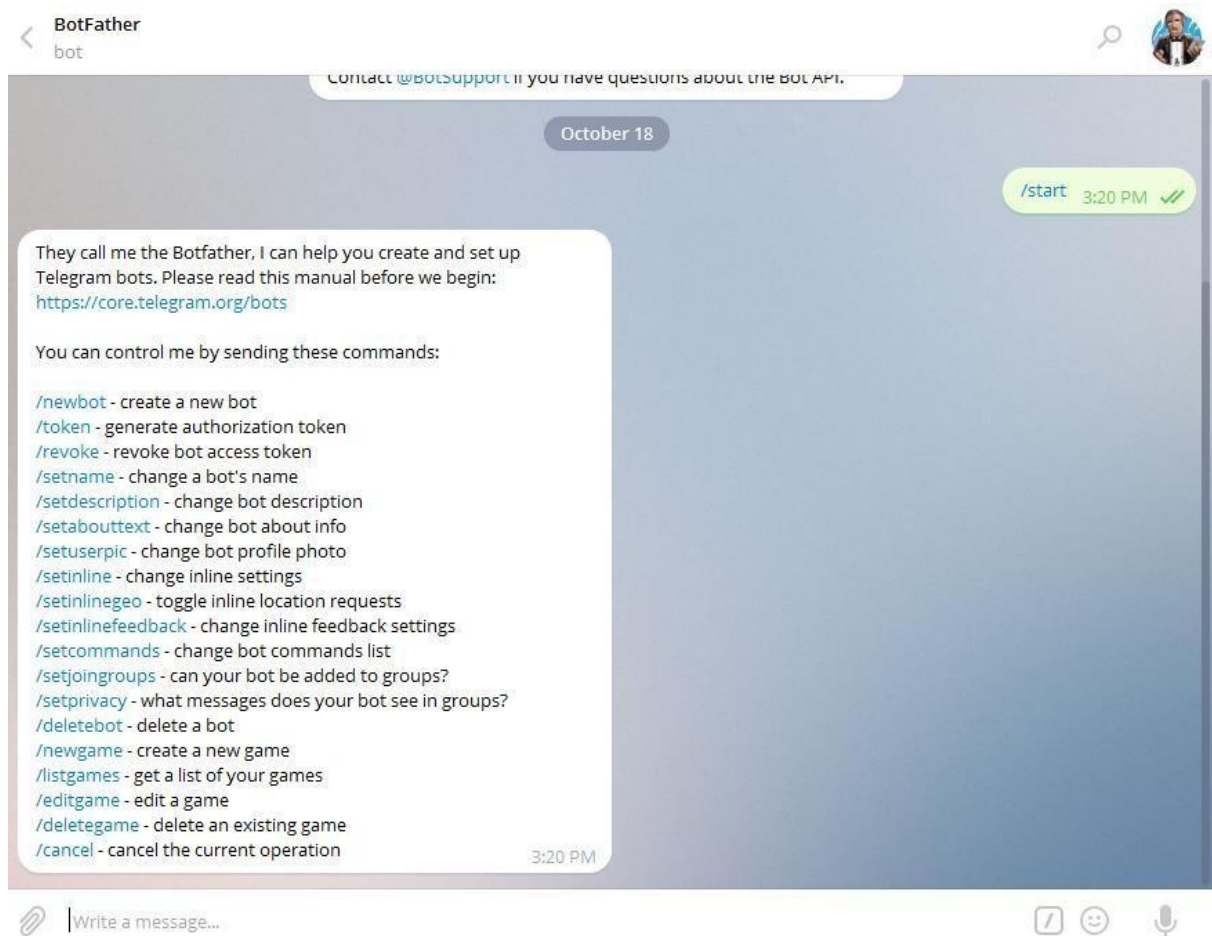


Figure24

The Botfather will proceed to provide you with a list of commands. Type in /newbot to create a new bot or just click on the highlighted blue word.



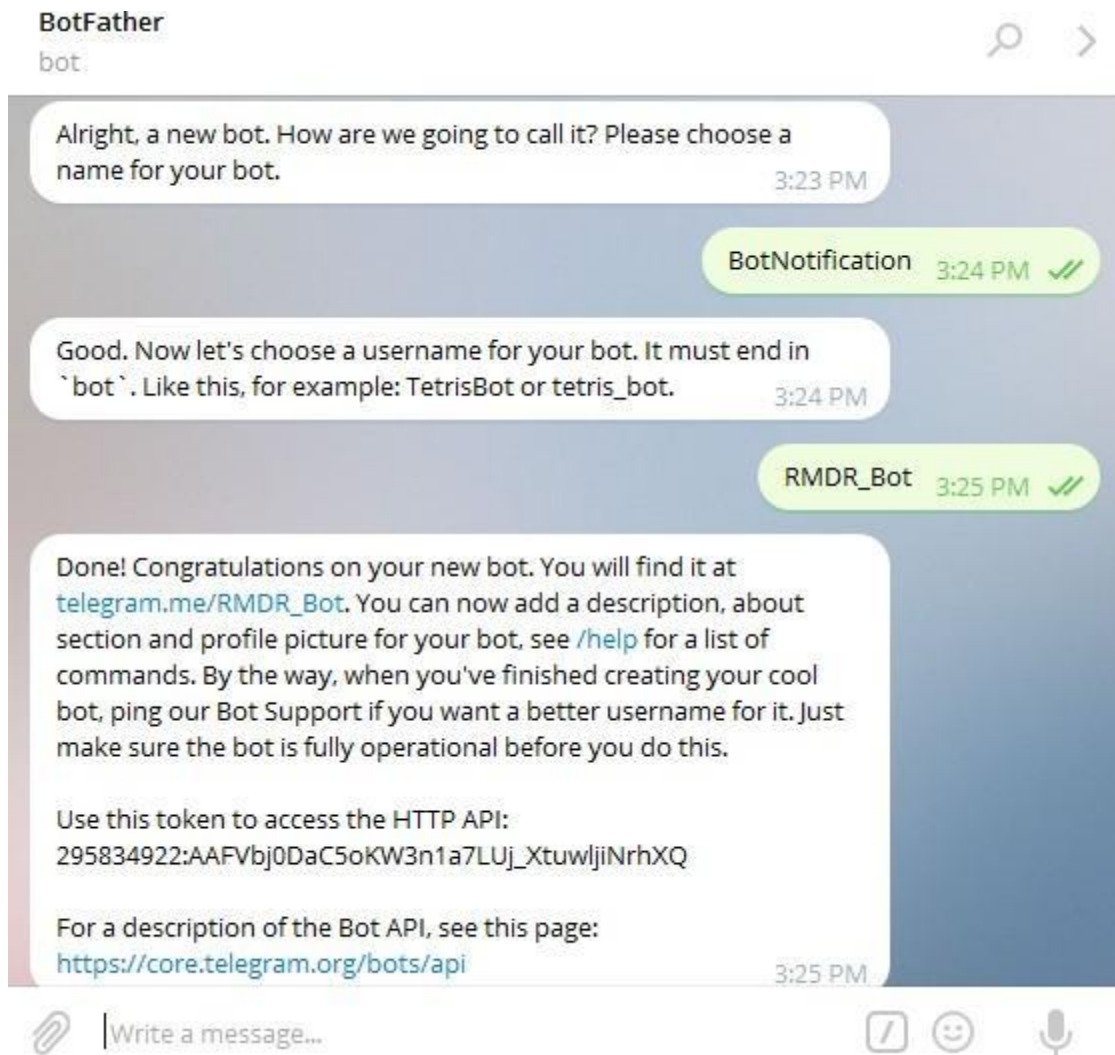


Figure25

Next give your bot a name followed by a username for your bot. Note that username cannot be duplicated with exact words and numbers so pick your username wisely.

Once you have successfully named your bot, you will receive a HTTP API token from the Botfather. This token is highly essential for the next step which requires support from another bot called Chatfuel.



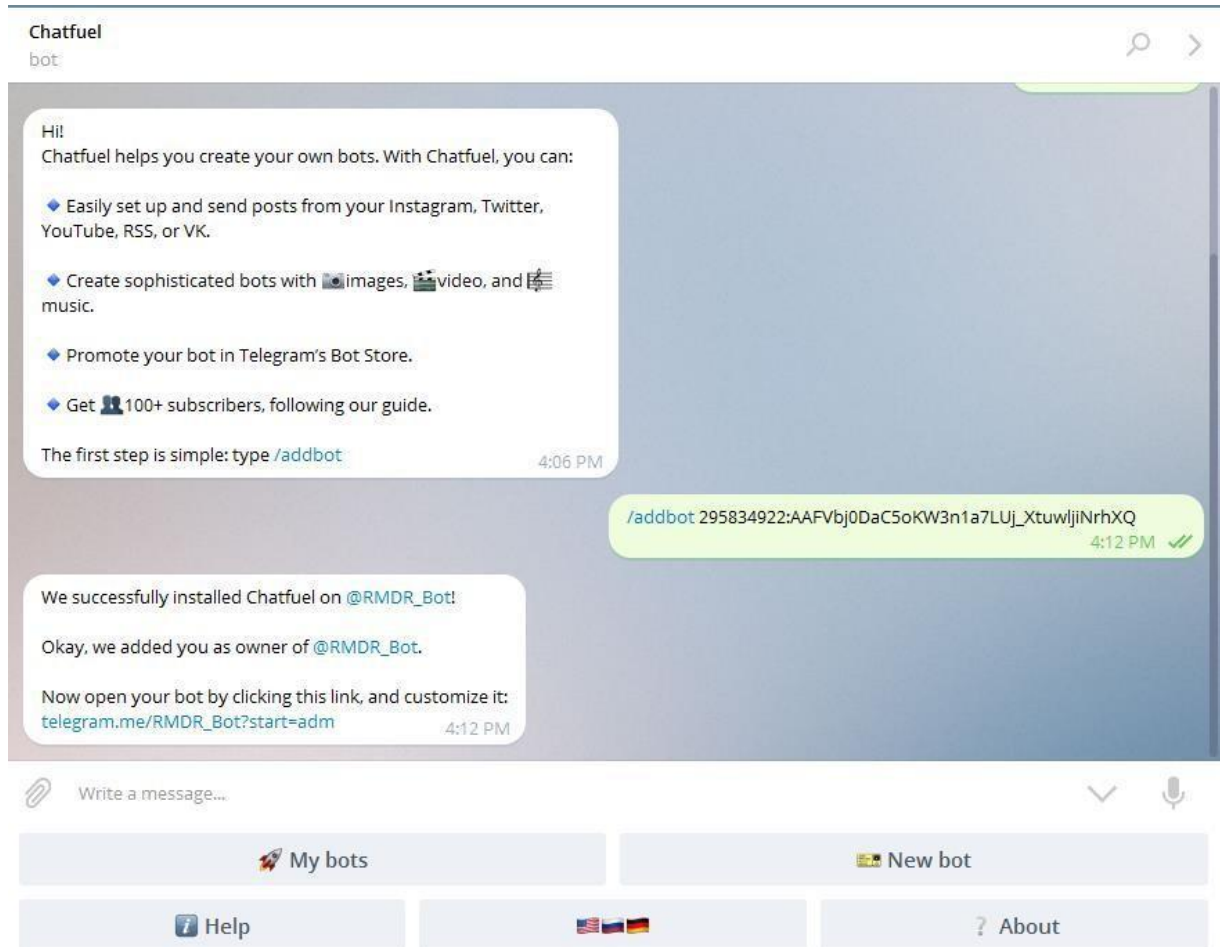


Figure26

Telegram Automation Tool Chatfuel

Head over to Chatfuel by clicking this link (<https://telegram.me/Chatfuel>) and once you have opened up a chat box with Chatfuel click Start. Type in /addbot followed by the HTTP API token.



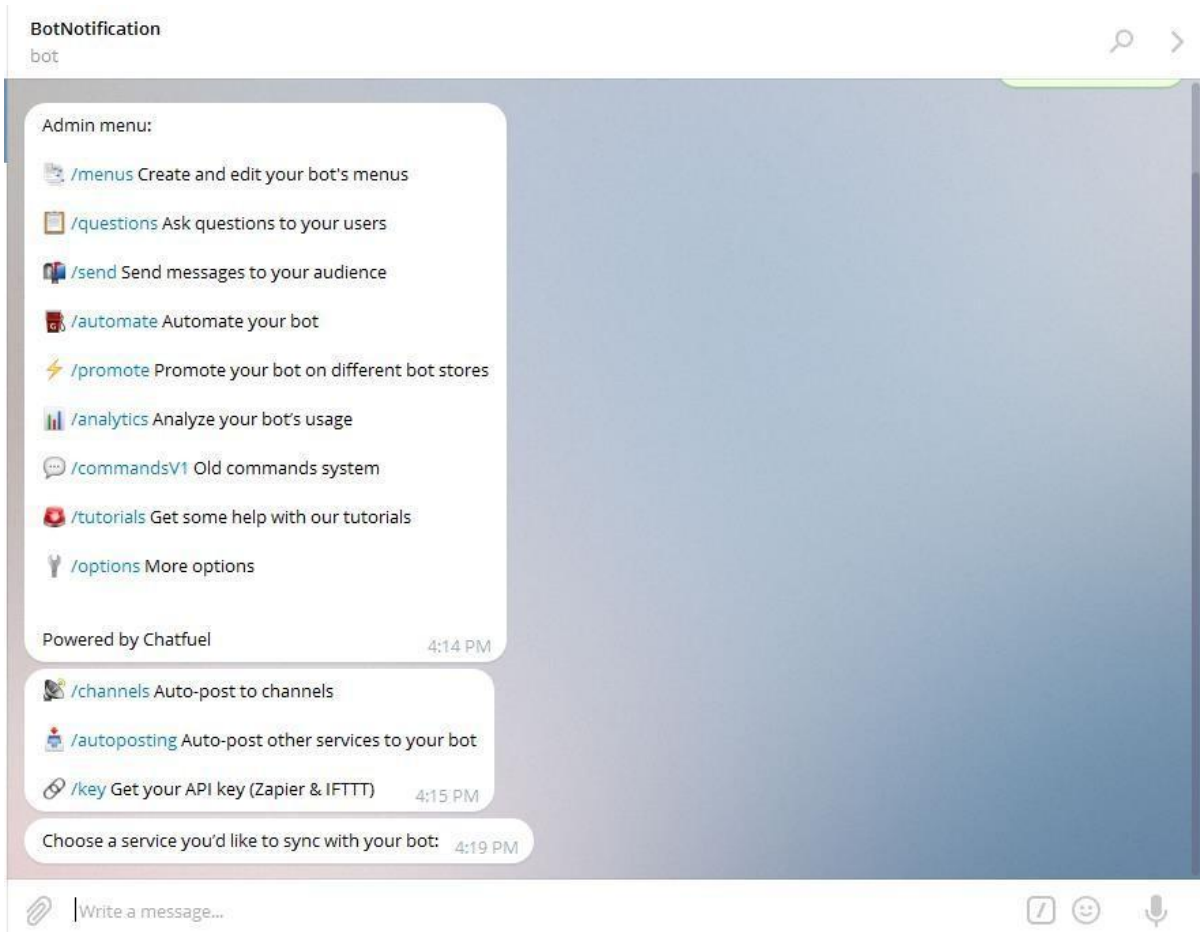


Figure27

From here on you have options to customize your bot according to your specifications to suit your needs.

Telegram Bot Platform

They are wide arrays of bots that has been created by various programmers around telegram since the messaging app's release. To fully enrich your usage with Telegram there are utilities and tools that Telegram bots are capable of doing. Here is a list of



Telegram bots that you should have in your Telegram to enrich your experience with Telegram.

1. Telegram Languages: Translates any official Telegram App that supports language files.



2. PollBot: Allows you to generate a poll which improves group interactivity.
3. WeatherBot: Get a weather forecast for the city you choose.
4. FileBot: Allows you to upload and share files via Telegram by sending a code that is used in the bot itself to request the file.
5. DirectionsBot: Gives directions to go from one place to another one.
6. Breaking News: Latest news feed at set times during the day.
7. AlertBot: Set a timer for the bot to remind you of anything that is significant to you.



Chapter 4: Optimizing Your Telegram Business Account

Account

Messaging apps are convenient and effective as a marketing and communications tool in spreading the words and offering services to the target market. Business owners find it is beneficial and helps keeping good relationships with the customers and adding value to their business.

Here is how you can fully optimize your Telegram business account:



Upgrading group to Supergroup

It is awesome when you don't have to create several groups for a large number of members and waste time repeatedly sending the same information and asking the same questions back and forth.

Thanks to Telegram for creating supergroups with a capacity of 5000 members with assigned 50 admins.

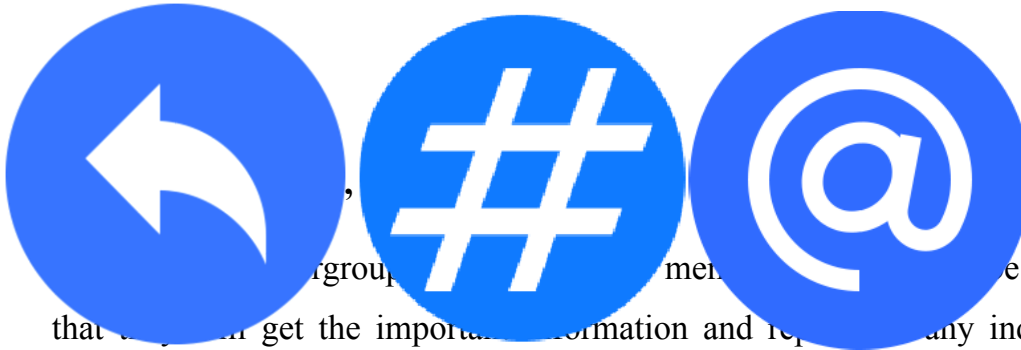
Supergroup has its own great features whereby new members are able to see the previous messages, deleted messages disappear from every member's device where admins can pin and edit messages and more.



Those members who have been removed by admins are automatically blocked from the groups and may return by admin's invitation only. Admins have the power to remove members who are not following the rules of the group and to block and report spammers in order free the group from inappropriate and irrelevant contents.



Note that the upgrade to a supergroup can be done on Telegram's desktop client and you can't undo to normal group chat after you have made the change.



group members are entertained so that you can get the important information and reply to any inquiries. Hence, there are features that are useful to be used in the groups for easier navigation.

You can easily call out any members by **mentioning** them even when you don't have their username. Simply type "@" and select who you would like to speak to.

There is another feature where you can easily **search** for old messages and the keyword will be highlighted without you having to scroll thousands messages just to get the one message you are looking for.

Besides, you are able to retrieve instant search results from the messages using **hashtags** by typing "#" before any word and you are able to click on it.

Last but not least, you may **reply** to any message so that others know which message you are referring to. It is automatically scrolled up to the original message when you tap on the quote so you are able to reread other related messages as well.



Channel for promotional purposes

Channel is created for broadcasting public messages to mass audiences and thus, this feature is suitable to be used for promotional purposes.

Introducing special offers, launching new products or sending newsletters will be easier and faster by disseminating the information via channels. You can make your channel

private if you intend to get your loyal customers rewarded with special pricing and bonuses and feel privileged. Automatically you will save a lot of money by doing the promotional activities and getting new customers.

Chapter 5: Telegram's Rule of Thumb

Using messaging apps still needs a list of etiquette to be followed especially when you are one of the participants in any chat groups or channels. Telegram is one of the top free messaging apps that is worldwide preferred as a daily chat app.

Thus, everyone is concerned about things such as the policy, security, privacy and other features provided so that all of us can get the best experience of the messaging service. Here are the 10 misconducts that you should avoid while using Telegram:

1. **Having heavy discussions that need tough decisions**



Messaging apps are used to get quick and urgent replies besides connecting people as the messages are sent and received in real-time.

Thus, when it comes to work-related issues that need quick decisions, the recipients are expected to reply to the messages A.S.A.P. Ignoring the important messages will leave impressions that you are being rude and not taking your responsibility seriously.

However when it comes to heavy, long discussions which need real, serious decisions, it should be discussed via email.

All the important documents should be attached in an email thread so that everyone can keep track of the progress. So, do not use the messaging app as a corporate email as it's not even functioning as email either.

2. Having non-stop conversations



Do not go for endless conversations with random things being conversed without the

real agenda and the real participants.

People will keep being distracted with the non-stop notifications coming in and this will unconsciously delay people's work at hand.



It kills productivity by stealing lots of your time just to check on the unimportant messages. You can put the notification on mute or ignoring the messages but there will fear of missing out on the important things which we

might overlook.

Another thing to look into is when there are these people who are dominating the conversation while the rest are not getting their chances to speak as they are busy scrolling all the messages and this is where grab some popcorn and enjoy the show comes in.

3. Read without replying

Messaging apps are used to get immediate replies thus, leaving people hanging especially when you have read the message without replying it is considered rude.

Thus, you cannot let them be



misunderstood or misinterpreted when you are ignoring the feedback given or question asked without taking any necessary reaction. If you have your hands full, just reply that you will get



back to them A.S.A.P.

Remember, it is better late than never! Do your best to reply the messages accordingly and be professional and efficient in serving customers.

4. Moving onto the next topic without finishing the current one



When someone comes up with topic A, you should never interrupt and talk on topic B and leave the previous topic without any discussion or conclusion being made.

By jumping from one subject to another will actually makes people forget about what they should discuss. What I mean here is, topic A might be the important matter that needs immediate replies or a fast decision-making but since someone has irresponsibly mixed up the conversation with jokes or casual talks, people forget about the important one. Getting off topic is an issue that should be taken seriously because it is inappropriate and inefficient.

5. Have an A-B conversation in the group



You have to remember that being in the chat room, there are other people who don't want to know the unrelated matters.



They will be annoyed if you keep spamming them with unnecessary messages and will make them feel like leaving the group.

But surely they won't do that if the group is an



important group where they will receive important work-related notifications. Thus, it is vital to respect others and opt for personal conversation if you only want to talk to that particular person.

6. Revealing P&C information of yours or others



Even though you are in a group where you know all participants there, it is advisable to not reveal any private and confidential information online.

This is because we cannot be too sure that there will be no third-party who actually can hack into our accounts or there might be someone who will take this opportunity to sell the P&C info to the third-party.

Doesn't matter how many times you have updated the app to the latest version with the upgraded security and privacy features, and how well you know the person, you still need to be extra careful.

7. Unaware on the words spoken

Words are mightier than the sword. Whoever you are, whatever you say and to whom you are talking to do matter. The choice of words is important as it reflects who you are.



You don't want others to misinterpret your messages and feel that you are being bossy for example, because it will definitely affect your reputation when they get you the wrong perception and everyone will dislike you for that.

Plus, you need to take note of the tone that you are using so that people won't read your messages wrongly. And the purpose you are texting should be understood by everyone as you want to deliver the right message to the right recipients.

Don't make people feel left out as in they're not invited to the party. On the other hand, casual conversations are allowed if it is being conversed on the right time, not going off track and not talking behind people's back.

8. Sending or asking for superfluous information



One is allowed to share information and to ask for information to overcome doubts and vagueness. However, do not exceed the line by sharing the irrelevant information to the topic that is being discussed.



The customers should be reasonably au fait with what's going on, which is a good practice however it must be done with etiquette to keep a good reputation of yourself and the business.

Be aware so that you are not touching on sensitive and personal issues.

Chapter 6: Generating Revenue With Telegram

Messaging App

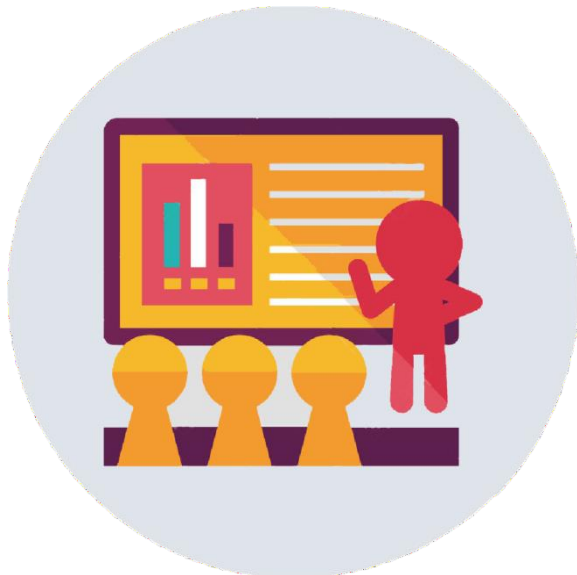
Grabbing every opportunity and learning on how to fully utilize it is something that you should always do. Today's technology can be used to maximize your business productivity as there will be more time spent on strategic priorities and greater project completion rates.

Messaging app such as Telegram can help to ease the communication process as the message will be delivered faster and sent to a mass audience simultaneously.

Connecting people virtually can help to work across the organization and global.

There are several ways to make money with Telegram messaging apps such as coaching, product launching, high ticket product selling, link shortening services and pay per download networks.

Coaching



Business coaching can be done via messenger apps as people are keen to attach to their Smartphone nowadays. This is the opportunity for you to connect and expand the business network. People are using their phones to do many things to keep in touch to get them entertained.

Having messenger apps on the phone allows us



to work on it passively while we are not engaged in high value tasks on computers.



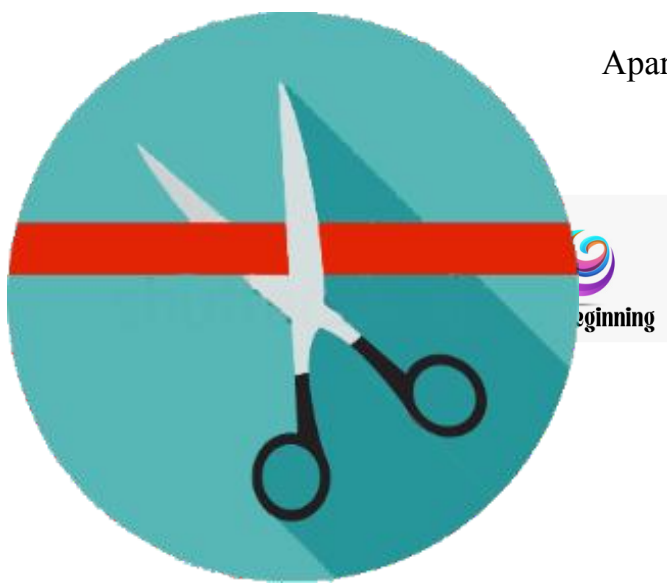
All you need to have is the Internet connection and just use it to send unlimited messages and share documents easily without worrying about the time consumption and the amount that you have to pay per message.

Besides, the existence of numbers of emoji livens up your text messages as the emotions could be expressed in a friendlier way. In addition, by setting up group chat is a way of saving up on time and money as coaching to mass participants can be challenging and tiring.

Thus, it is easier to coach people via Telegram as the number of participants in each group can be added up to 5000 members and having the advantage to send and receive files of any type up to 1.5GB each as well as the cross-platform availability make Telegram an extremely powerful communication tool.

Product launching

Apart from creating groups, there is a



feature called channel that could be used for broadcasting your messages to mass audiences. Having choices (1) either to set the channel private or public which



depends on how you want the channel visible to others and (2) you can set whether anyone can join the channel or only by sending them the link invitation.

This feature is very useful to launch products and you are able to see how many people have viewed the information on the product launch. Thus, you can predict the estimated number of the potential buyers from there.

Furthermore, any inquiries regarding products launched can be easily entertained as you don't have to answer the same question over and over when everyone can view your responses.

High Ticket Product Selling

You should focus on the money investment if you really want to sell. What is



Important in selling high ticket products is to sell your first time buyers on more products after their initial investment by building a list.

You heard that right! That's the whole idea of building a list. The Internet is a



huge place where people are actively seeking for the high ticket products to buy.

These buyers are more realistic and less demanding than those who are looking for the next get rich quick scheme that they falsely believe will generate millions in return.



By having the contacts of these people, it is an advantage for you to reach them as long as you are promoting something that you know will offer great value to the buyers.

Via Telegram, you can have quick interactions with these people such as persuading them to purchase the products offered, conducting surveys to discover the gap of the market and getting feedback on the products. These actions can help to maintain good relationships with the clients besides improving on the sales.

Link Shortening Services

URL shortening is the unnoticed gem in digital marketing as it gives you many



benefits such as makes it more manageable, improves the customer experience, encourages sharing, increases brand awareness and generates site traffic.

As technology advanced, short URLs developed tracking and measuring capabilities. How you can earn money via URL shortening is you get paid by each link clicked by the visitors.

An intermission ad will be displayed for 5 seconds and you are paid for making that visitor to see the advertisement. Thus, you can take the chance to share shortened URLs with trending topics and get paid by every click and you will earn more when you join groups which contain more members and more earning when they share the links and be your referral.



Attached to the links are attractive pictures, the first three lines of the article and “read more”. Bear in mind, lying and spamming sharing the links too often are not advisable.



Pay Per Download Networks

Pay per Download Network or PPD Network is a platform that allows you to earn



money with your files by locking it with an advertisement or survey before people could download it.

Every time someone tries to access your file, they need to answer a survey or fill up the form before they can download it.

By this, you will earn more for every person who completes the survey or fills up the form. How Telegram can help in

Getting more downloads is by generating more traffic when you share links where you find the file is related and suits the interests of the people you shared the links with.

Thus, when you have a good record and experience in making money, you will be able to join more PPD Networks as there are sites that are picky in accepting new members.



Conclusion



Now that you have gone through each of our guidelines to be a proficient business user for Telegram, we wish you all the best towards your business success.

Thank you so much for giving your time and commitment to dedicate yourself into learning how to get the best out of Telegram.

To Your Success.

