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Telegram Marketing Secret

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 fly 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 more.

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 concern 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 signup process.



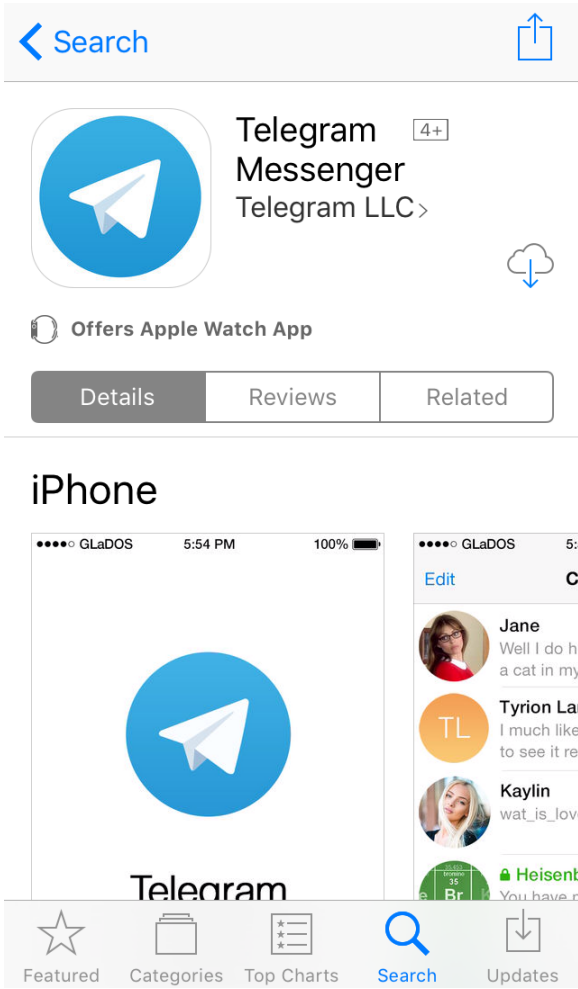


Figure 1

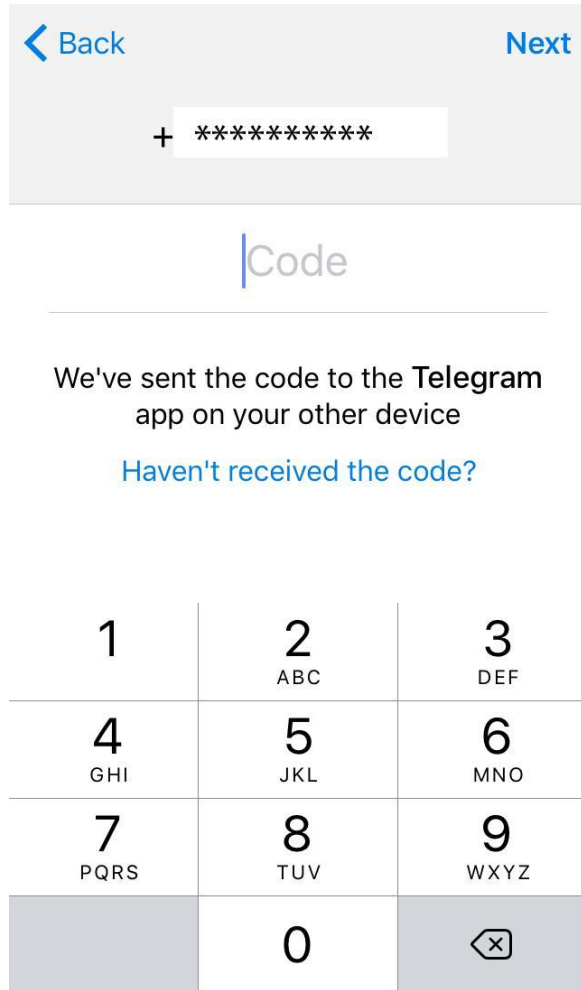


Figure 2

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.

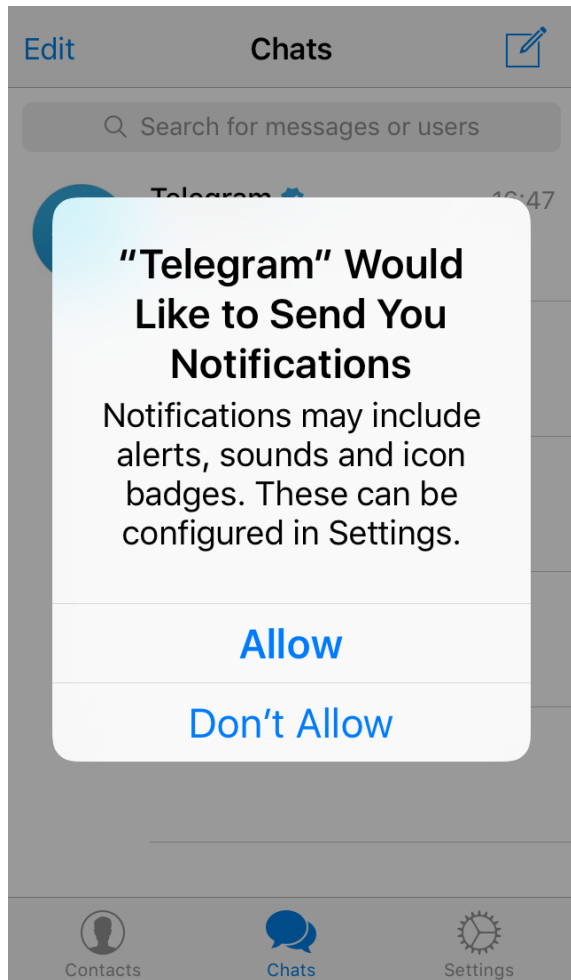


Figure 3



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.

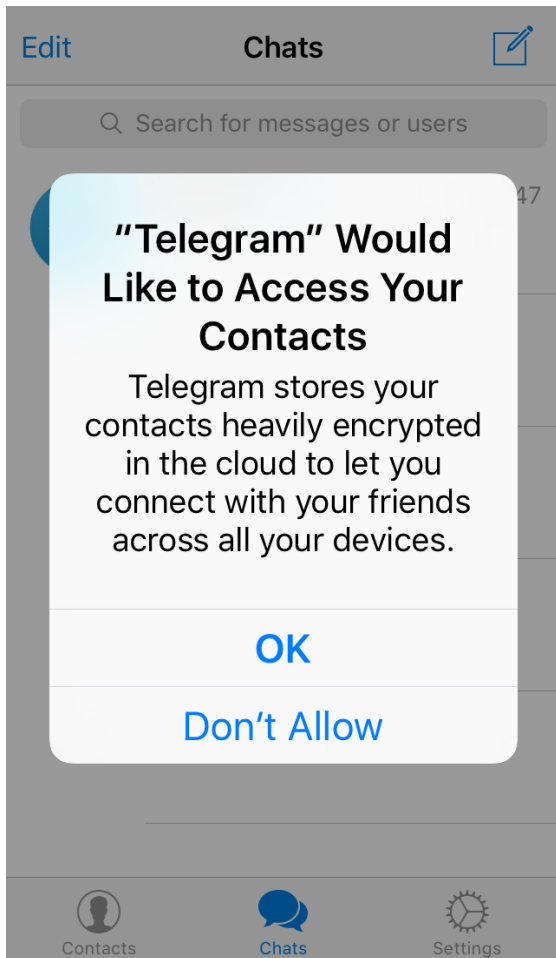


Figure 4



Desktop Version

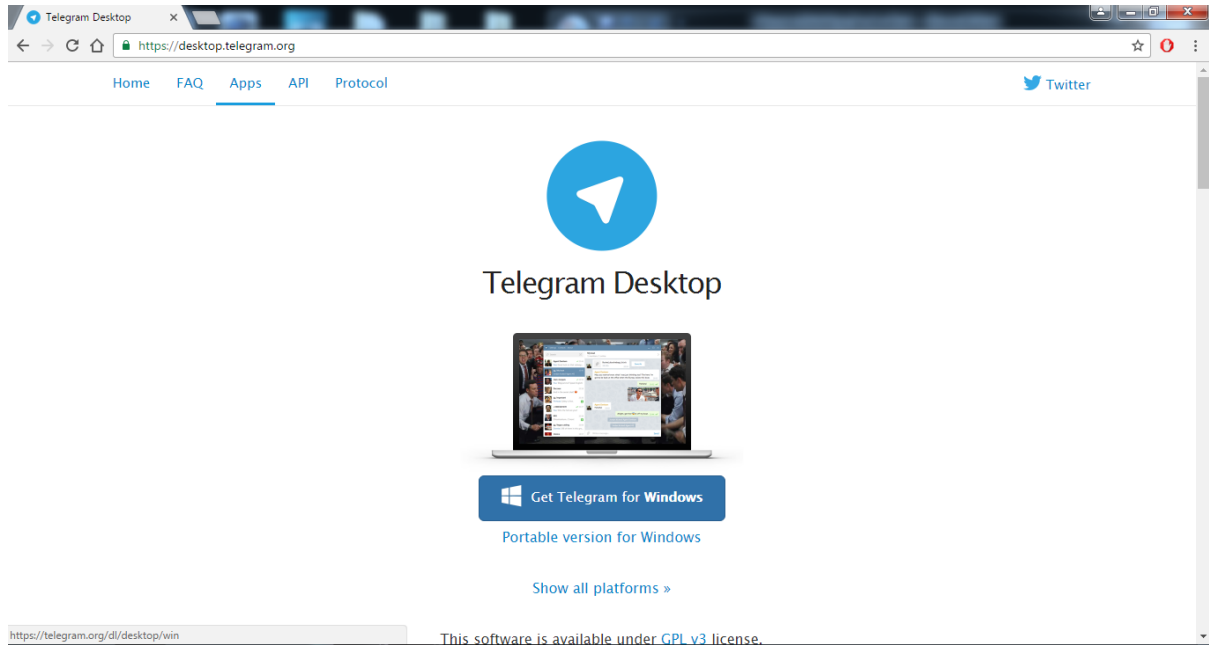


Figure 5

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.



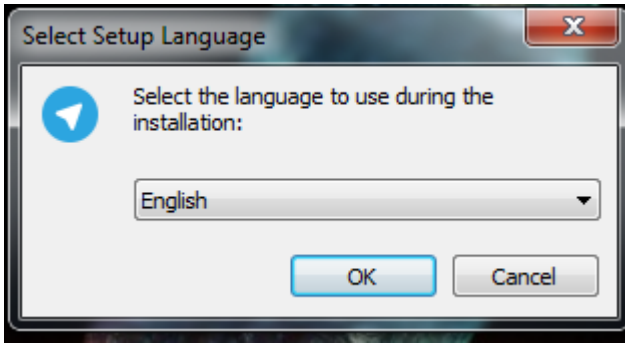


Figure 6

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

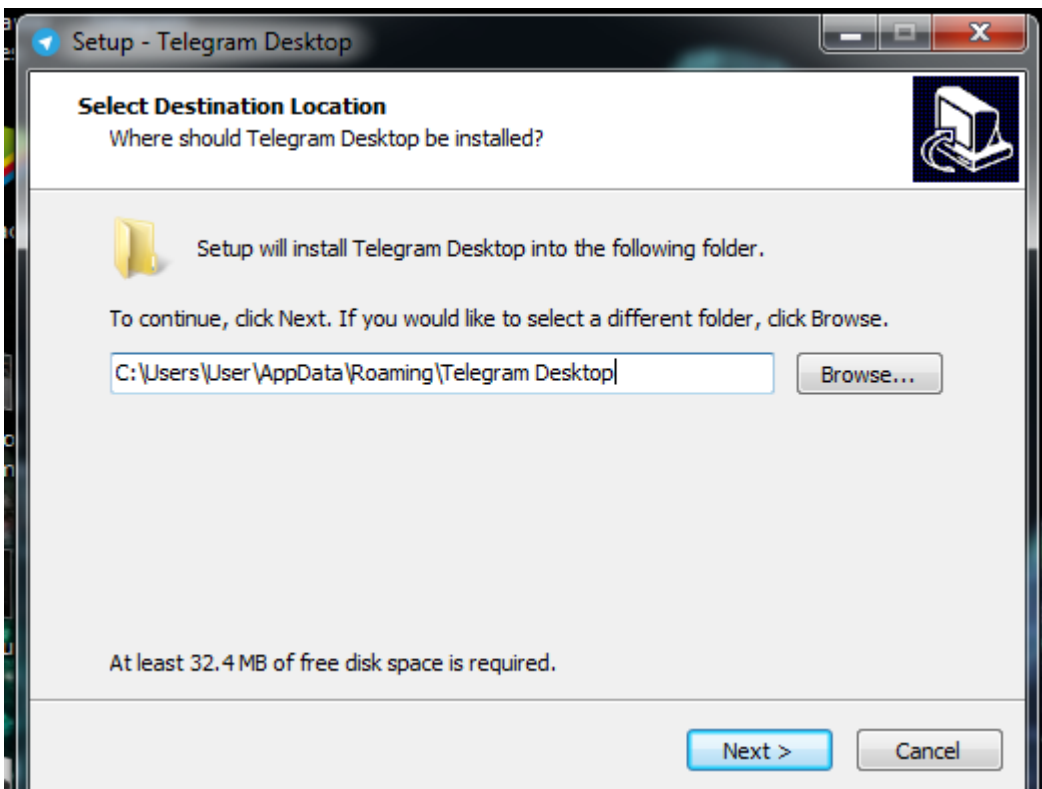


Figure 7

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

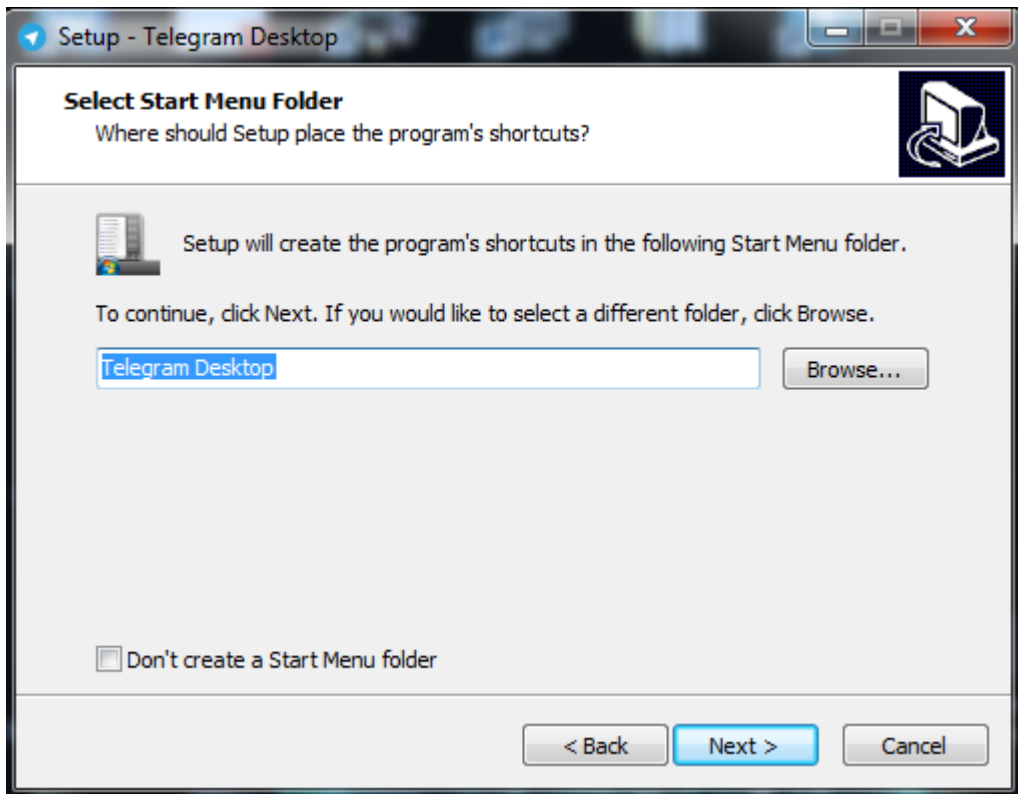


Figure 8

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.



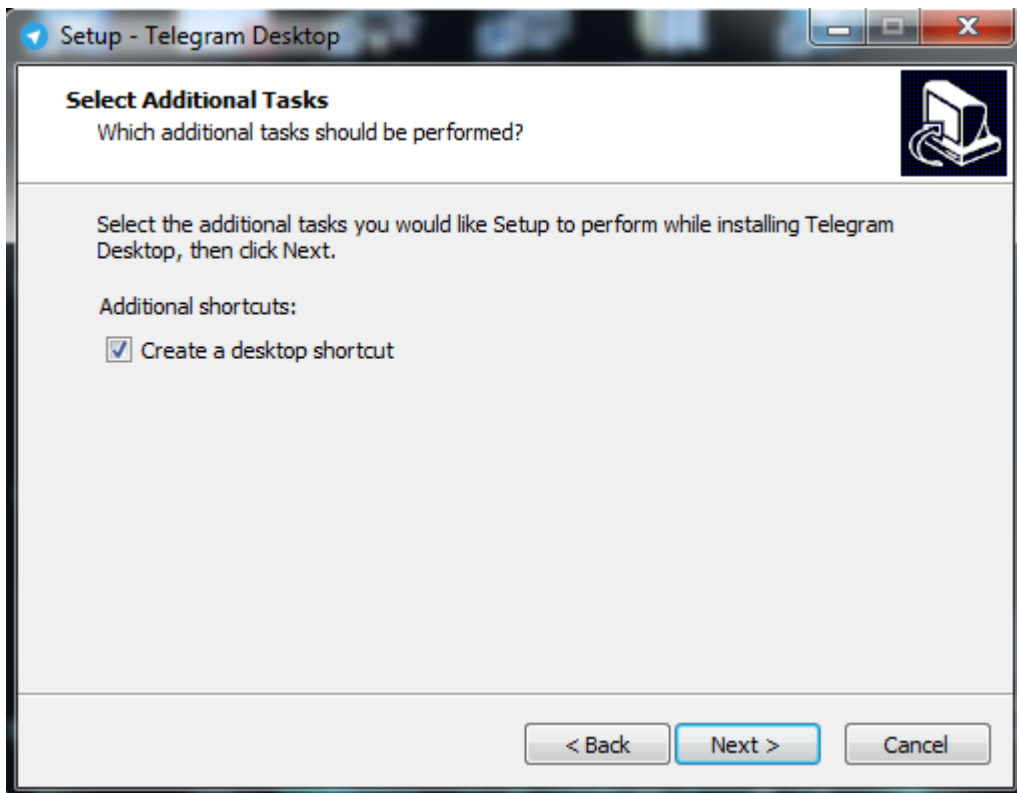


Figure 9

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.



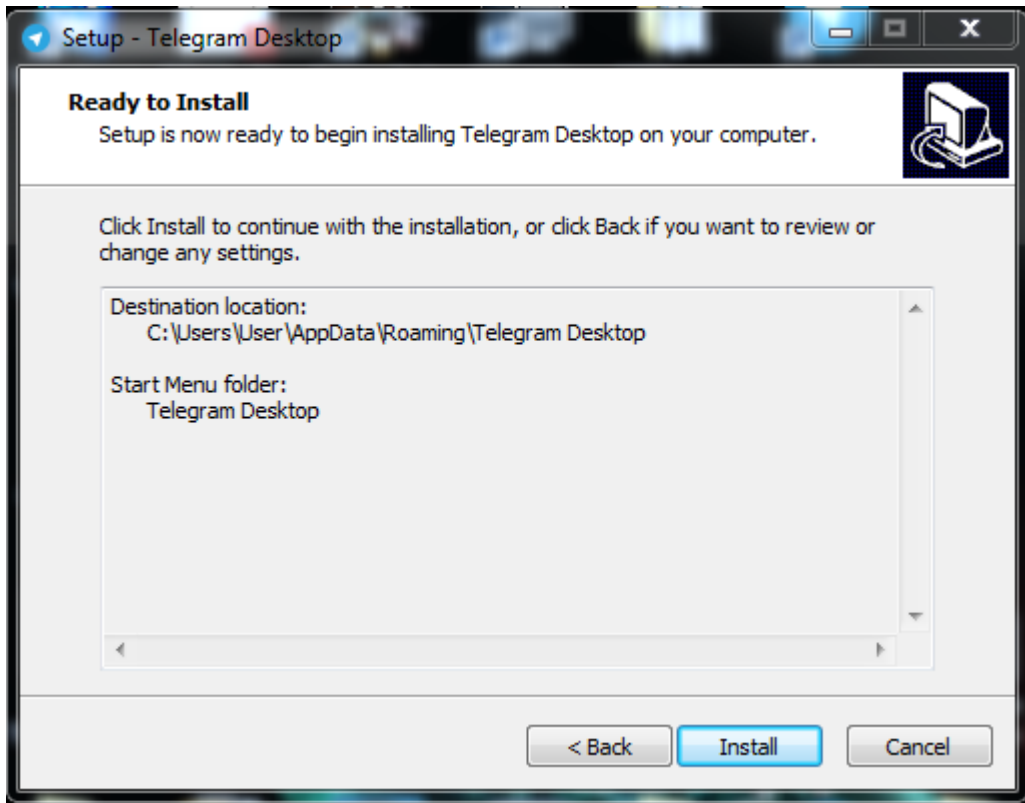


Figure 10

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



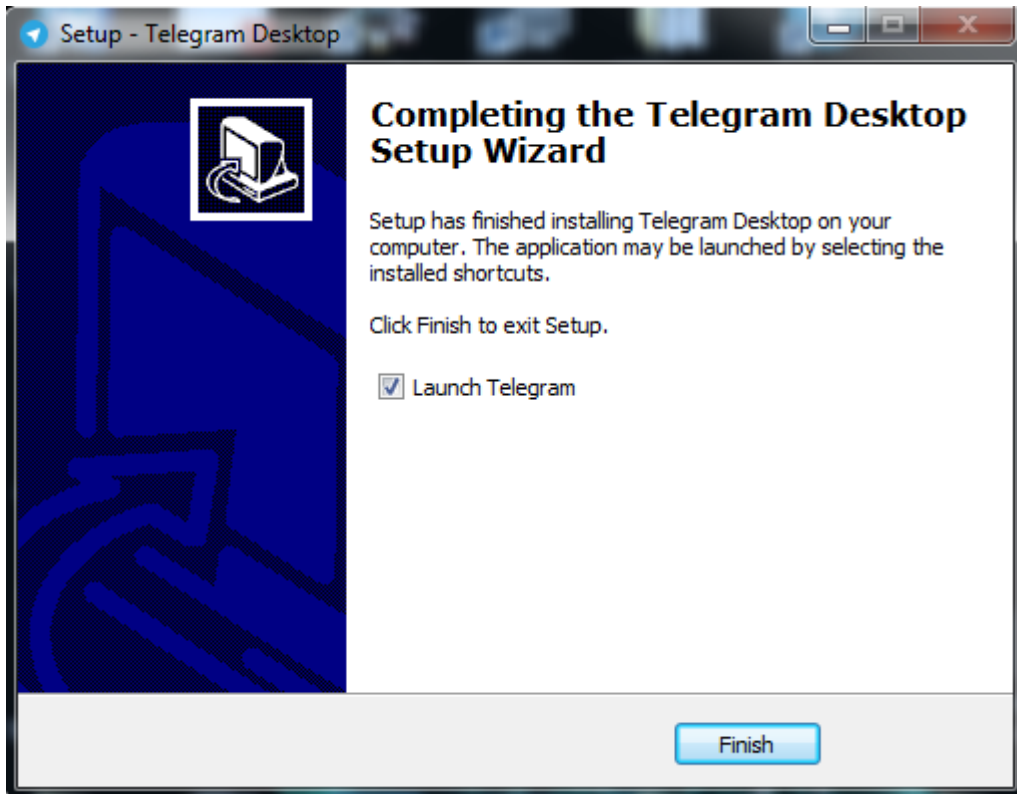


Figure 11

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.



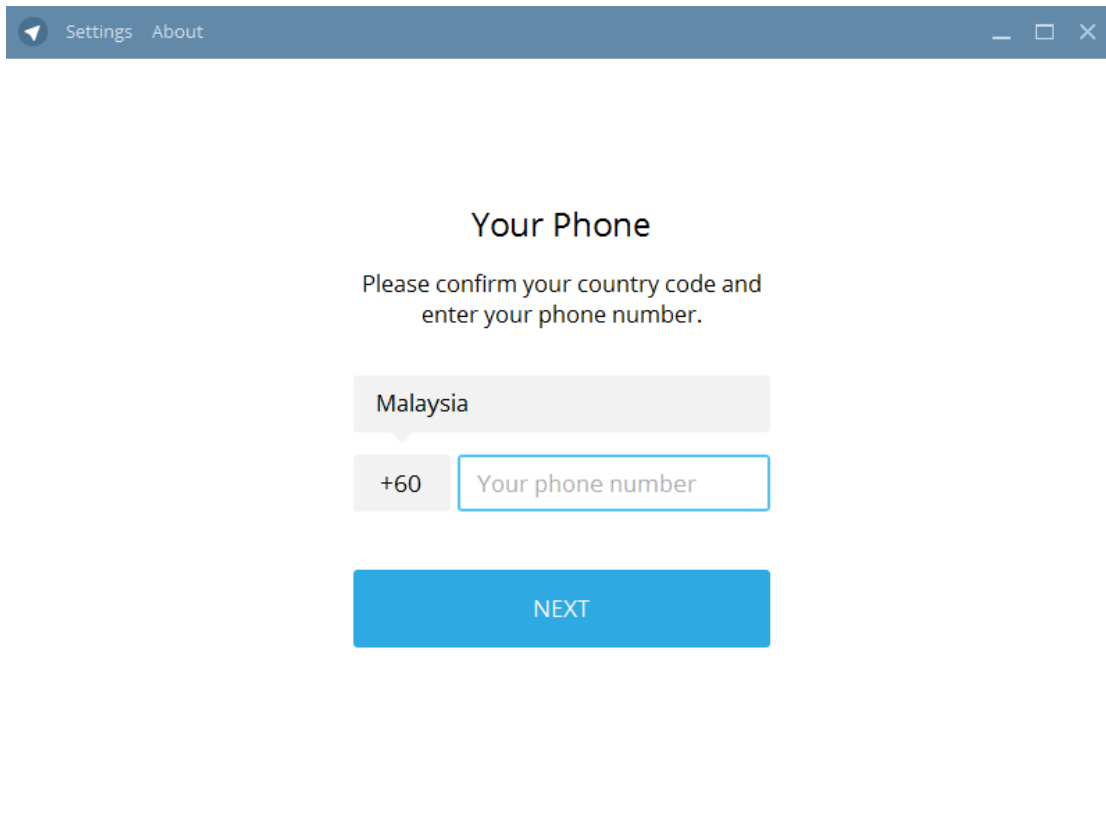


Figure 12

To utilize Telegram, you are required to register your mobile number. This will effectively register the phone number into 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.



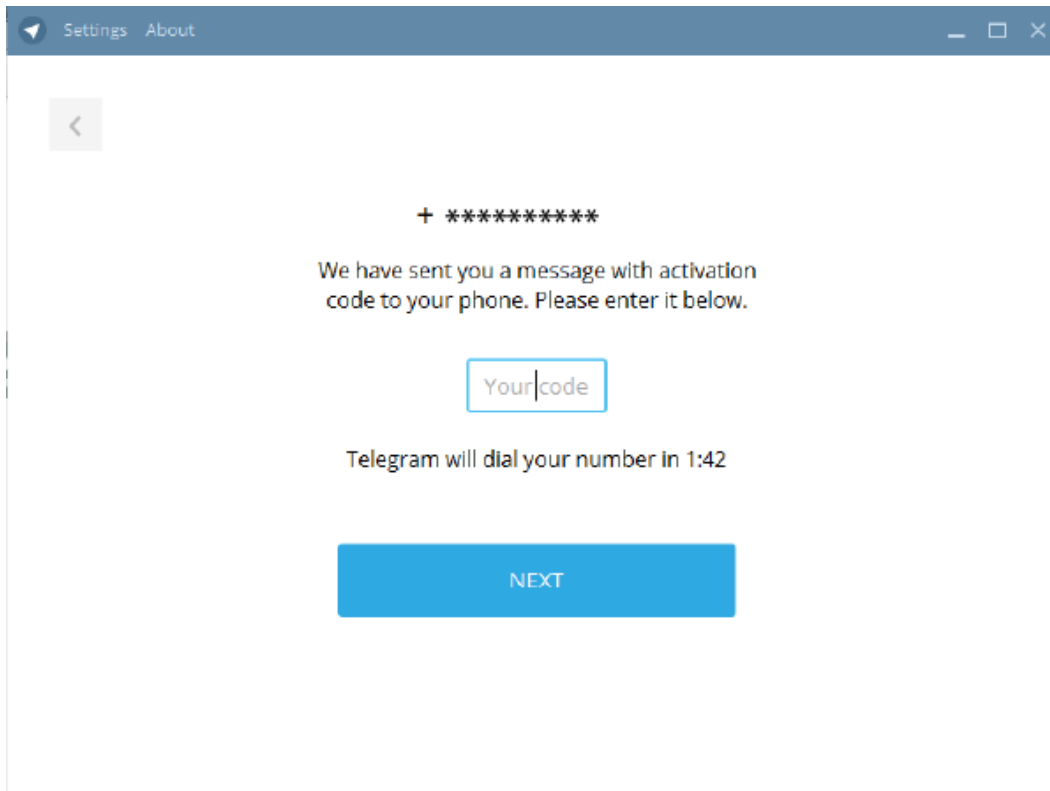


Figure 13

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 the key in the verification code.



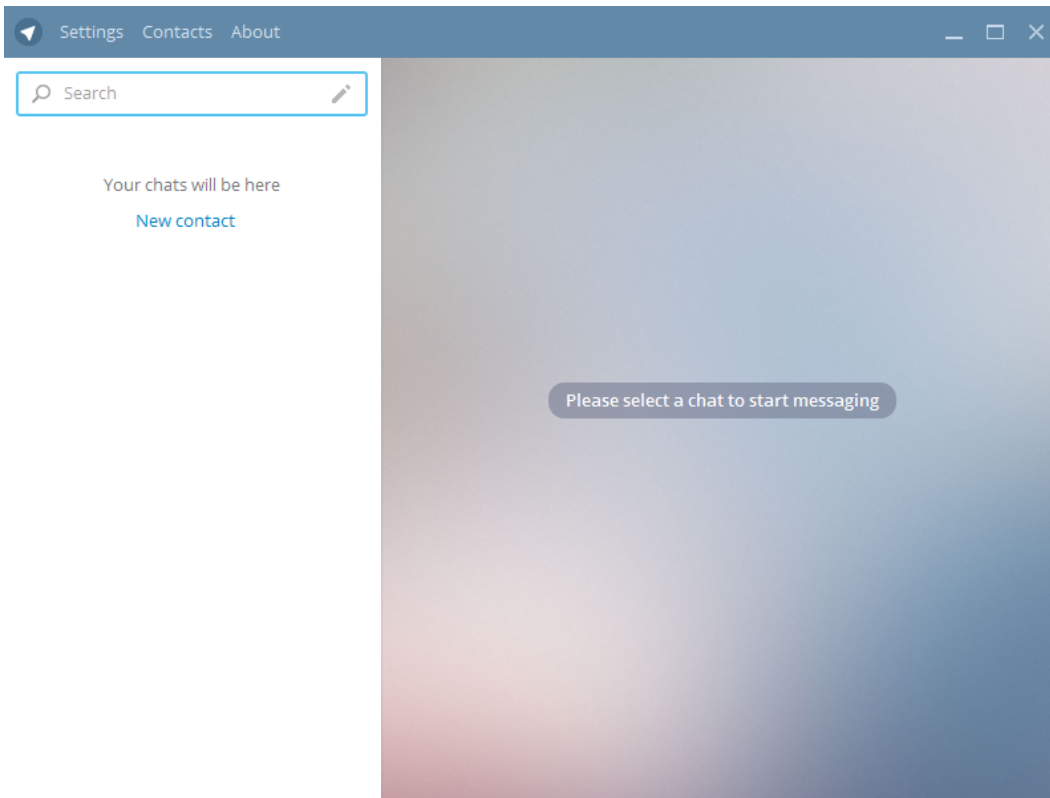


Figure 14

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.

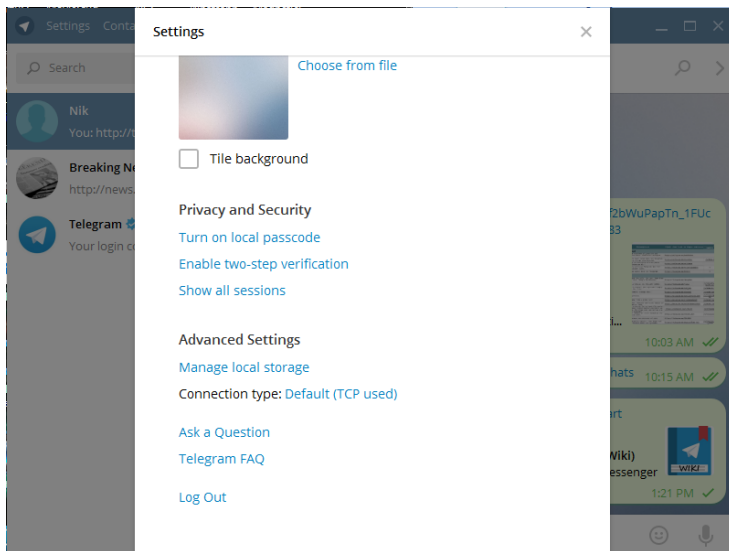


Figure 15

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



Cloud password X

Enter a password

Re-enter new password

Enter password hint

This password will be asked when you log in on a new device in addition to the pin code.

Enter recovery e-mail

CANCEL SAVE

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 email 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 have, 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-terminated 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.

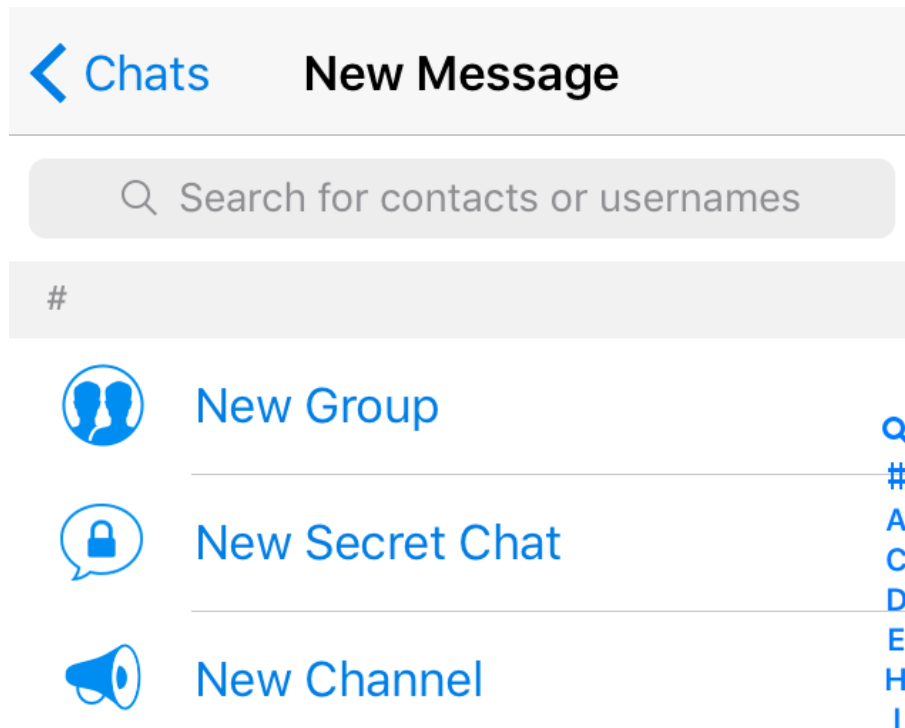


Figure 17

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’.



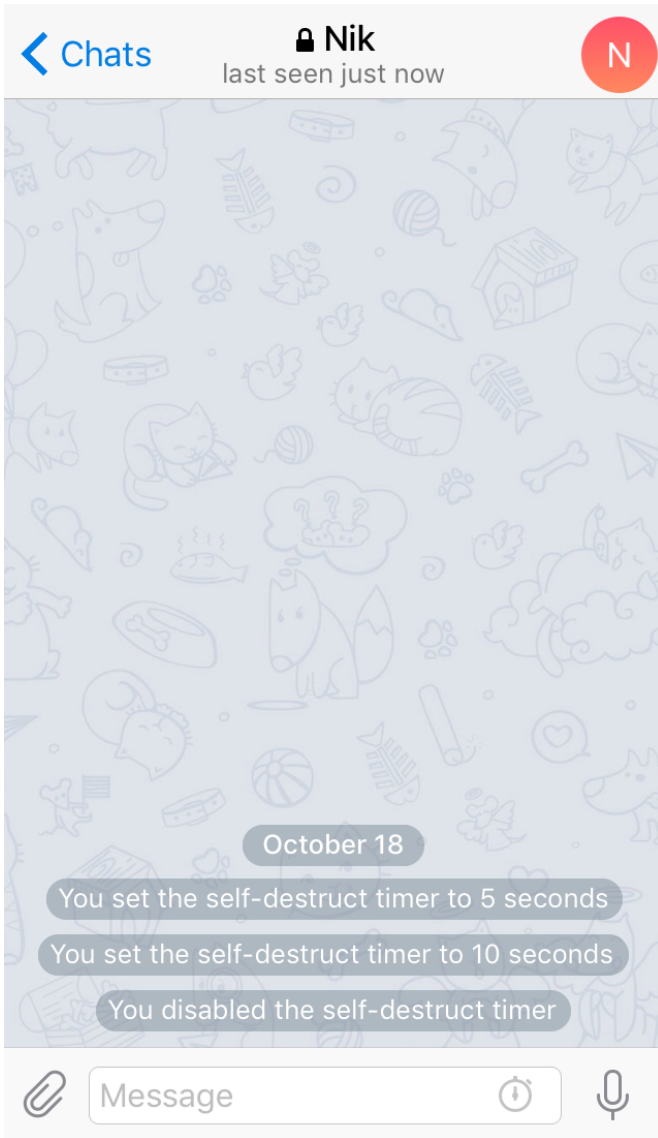


Figure 18



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.



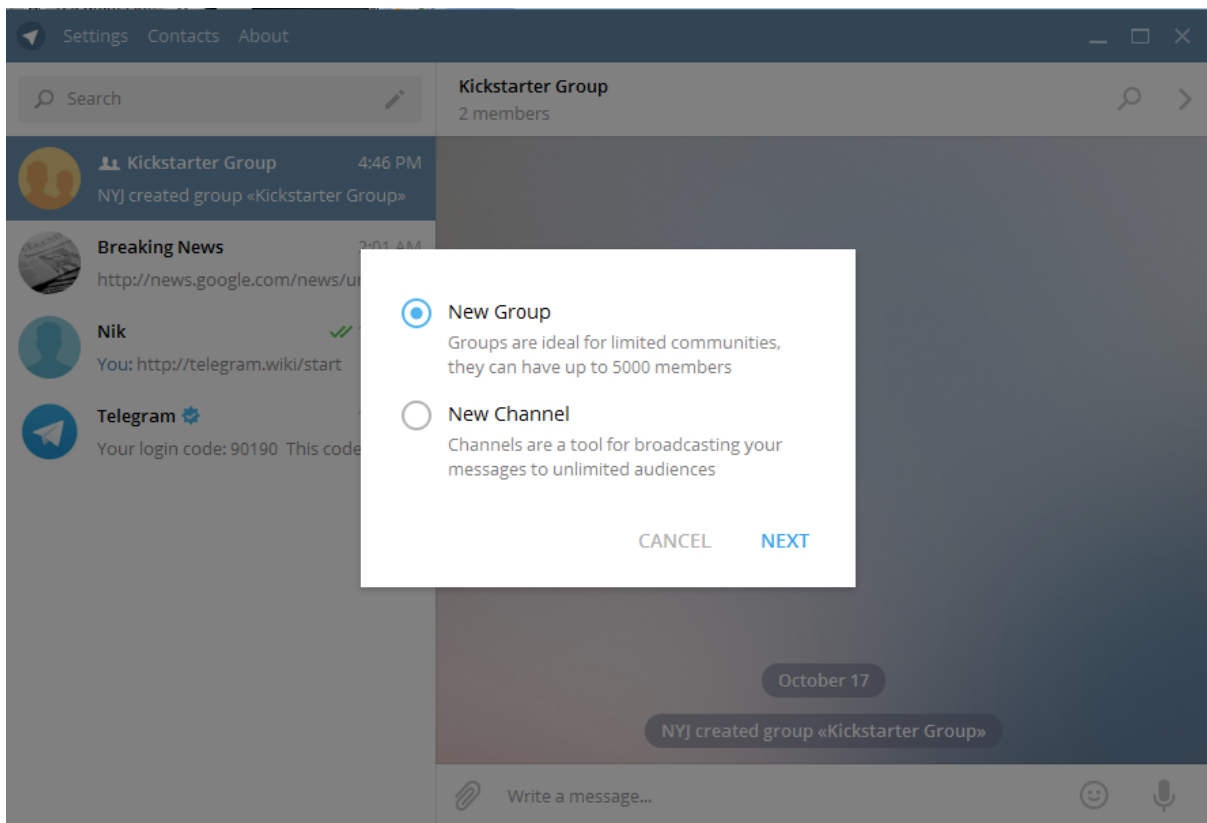


Figure19

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 change the name and photo of group as well as removing members out of the group will only be restricted to administrators.



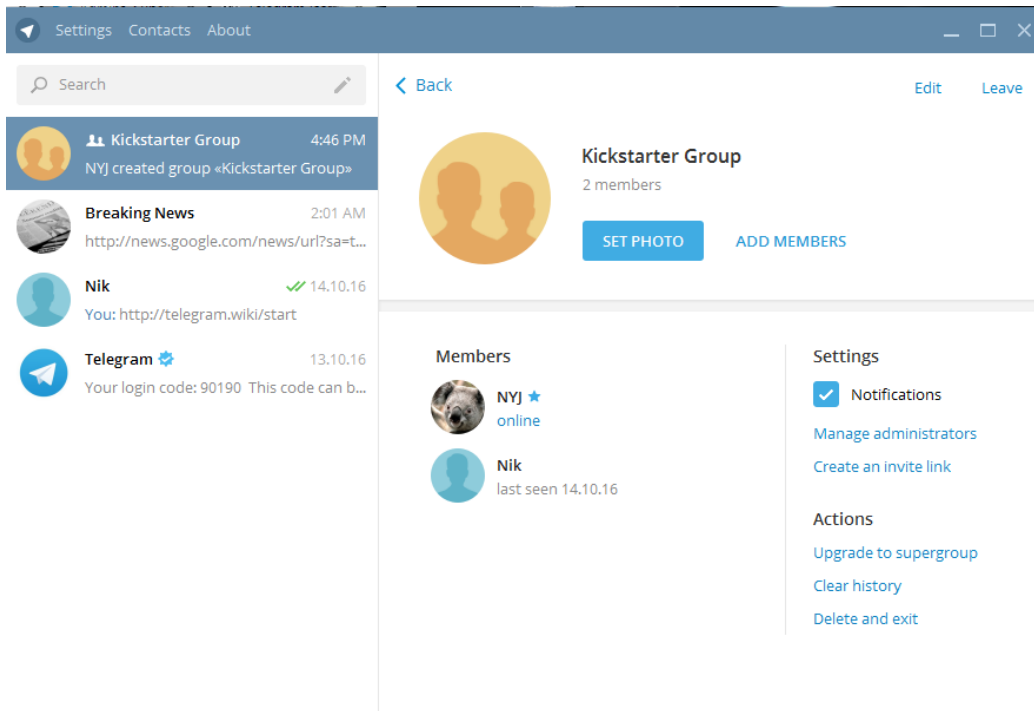


Figure20

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 administrator 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.



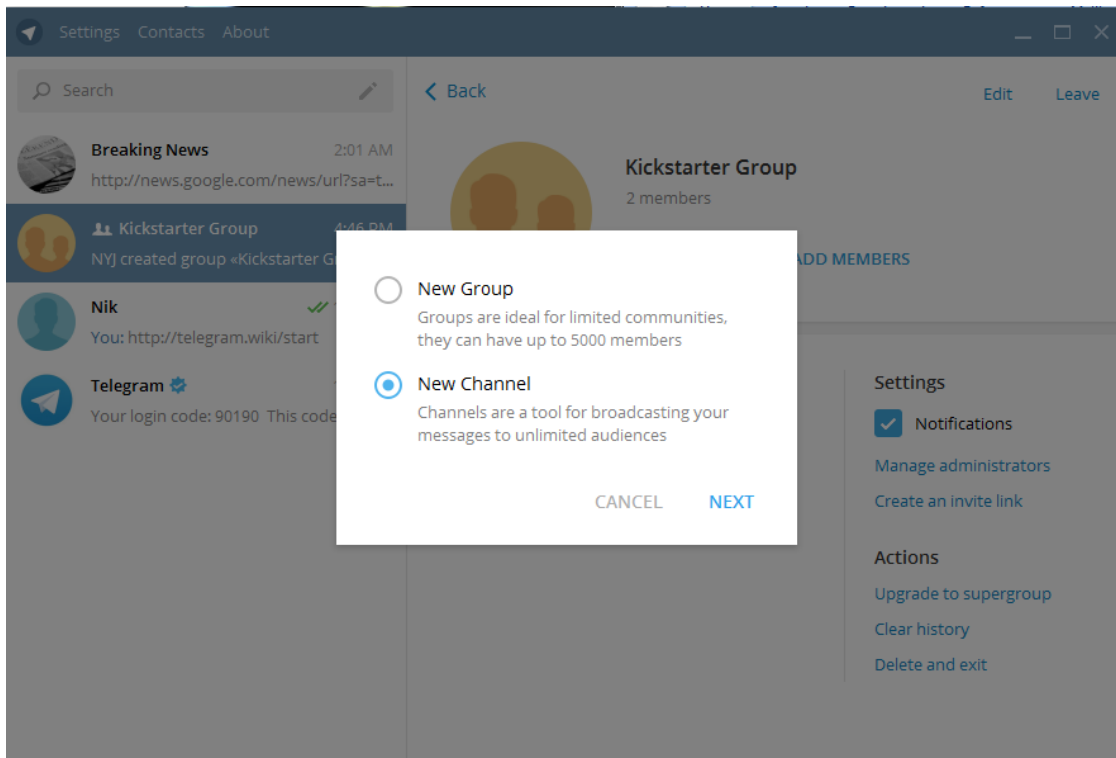


Figure21

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.



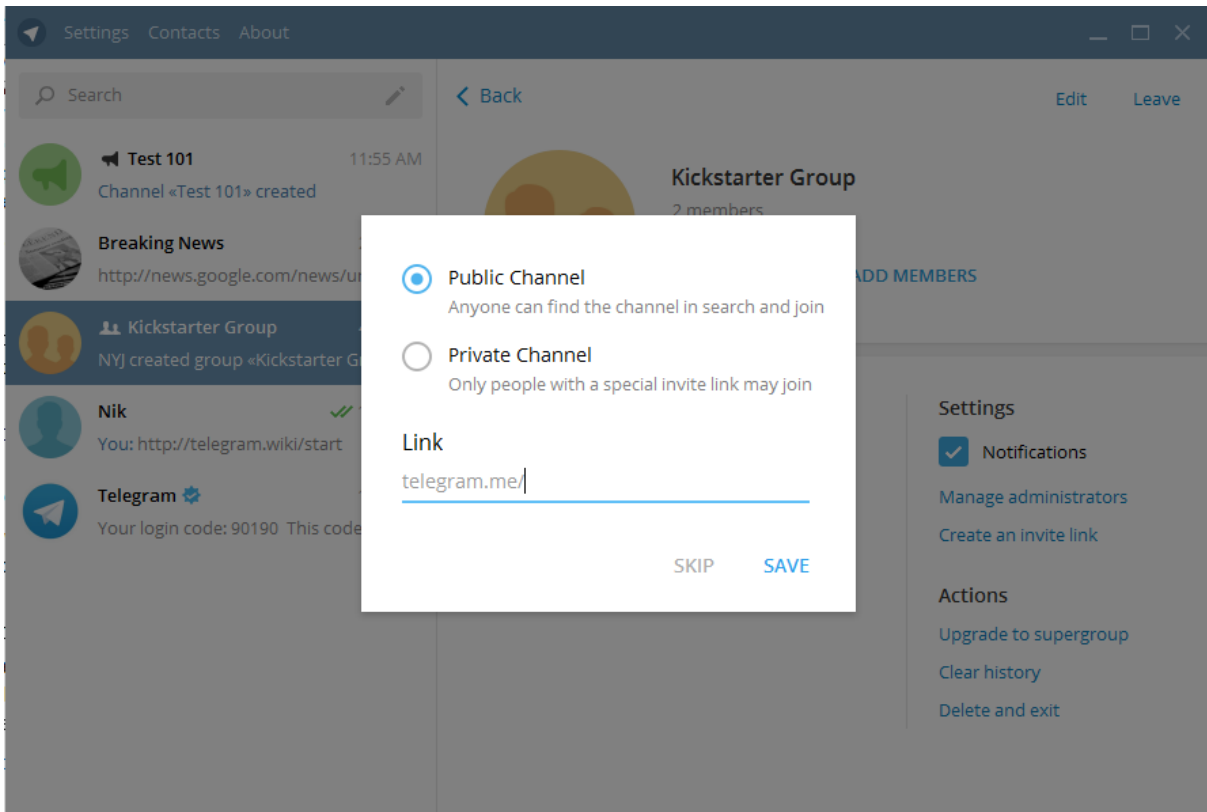


Figure 22

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.



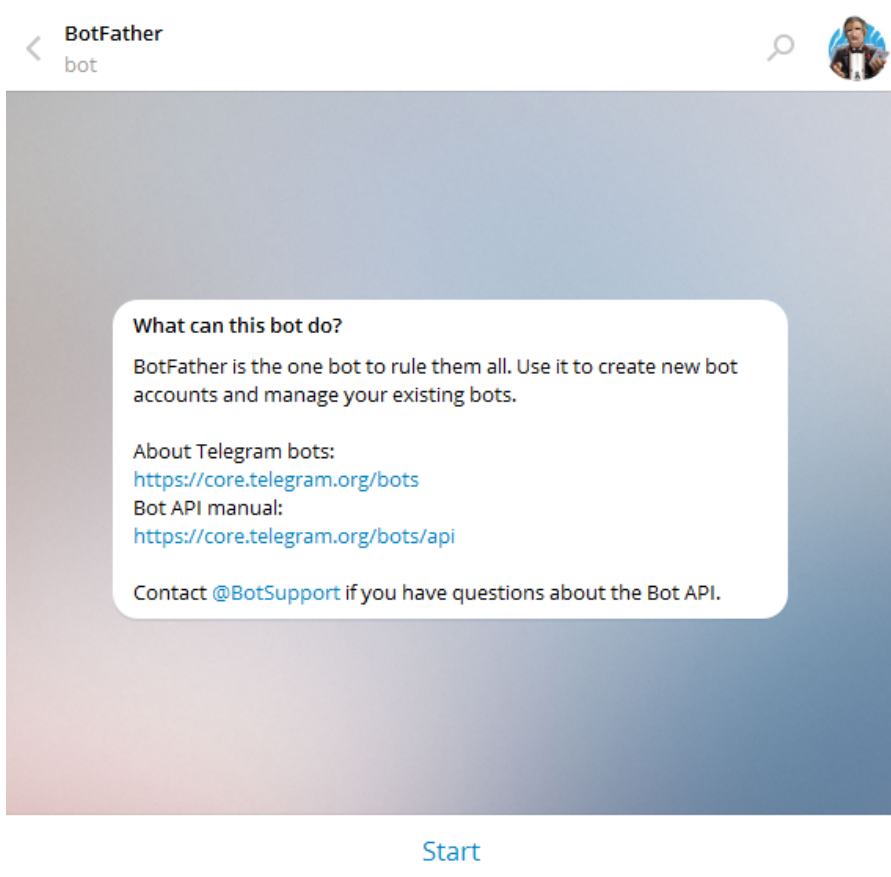


Figure23

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.



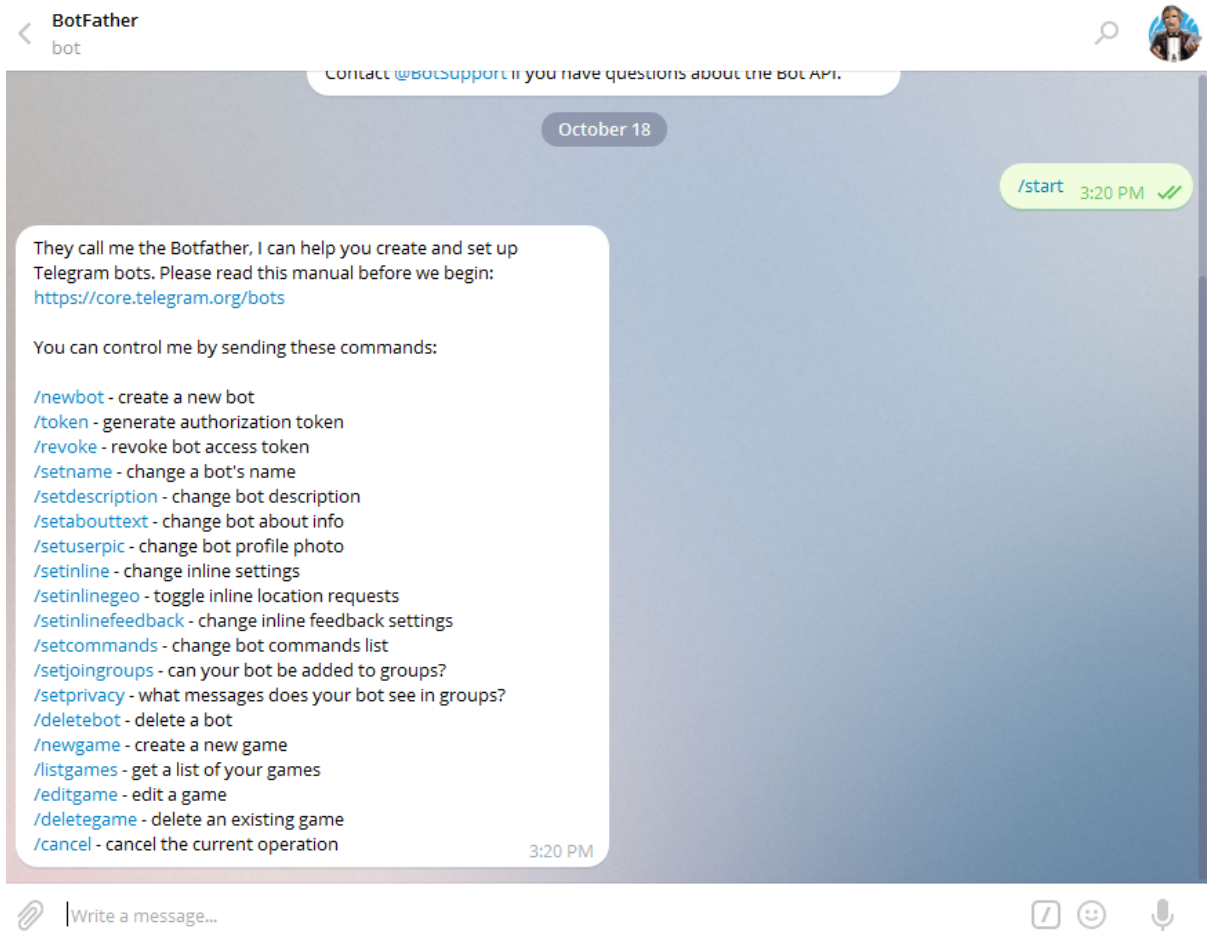


Figure24

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.



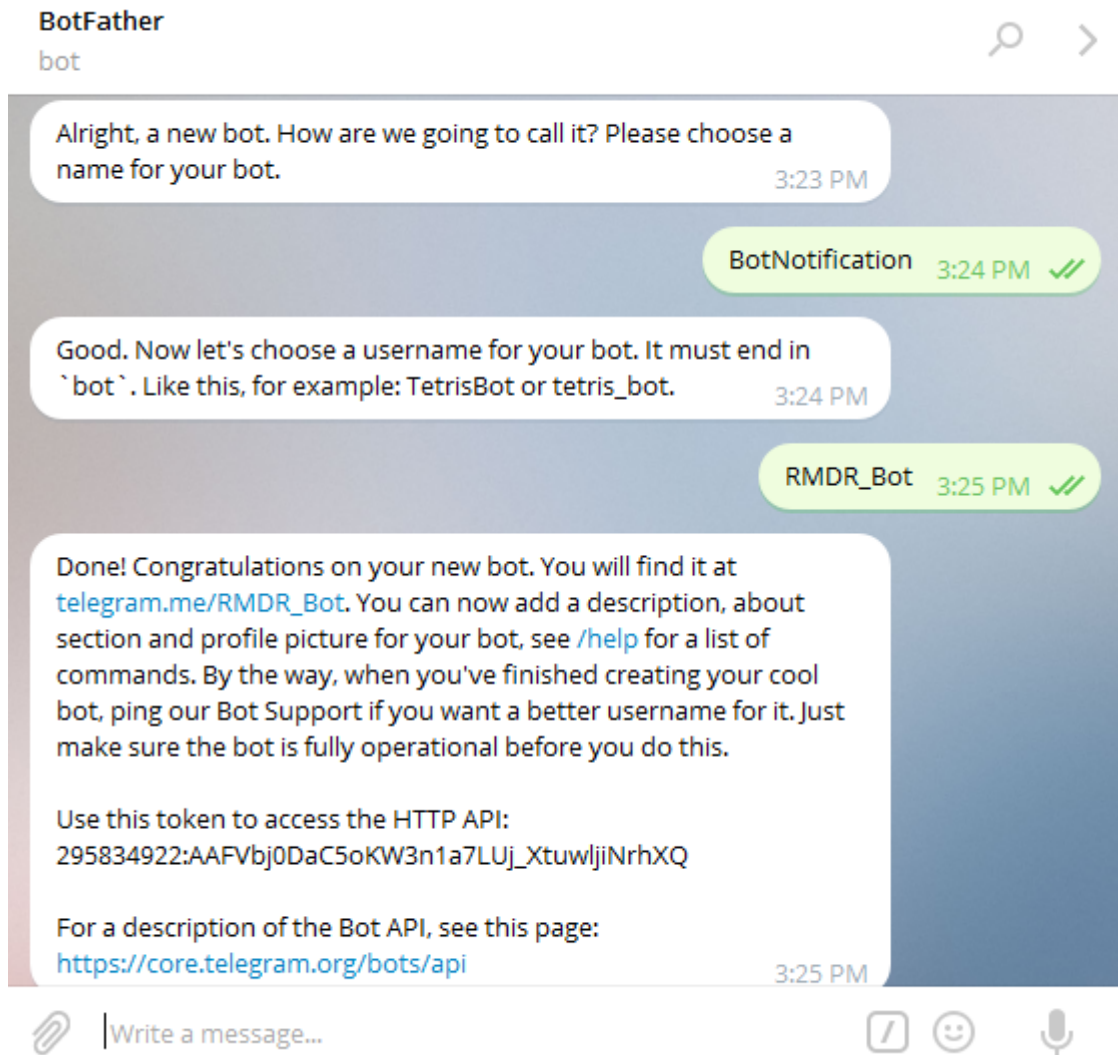


Figure25

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.

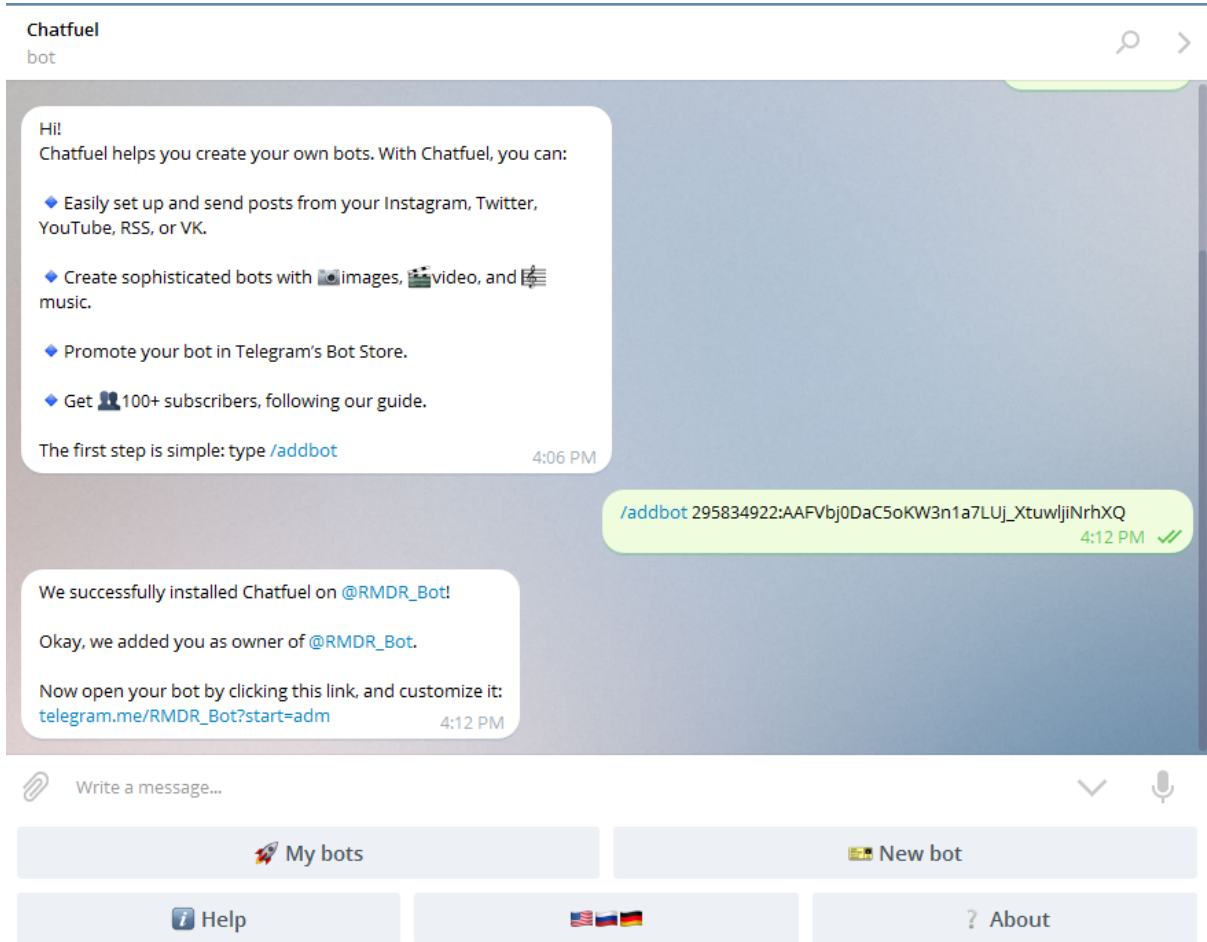


Figure26

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.

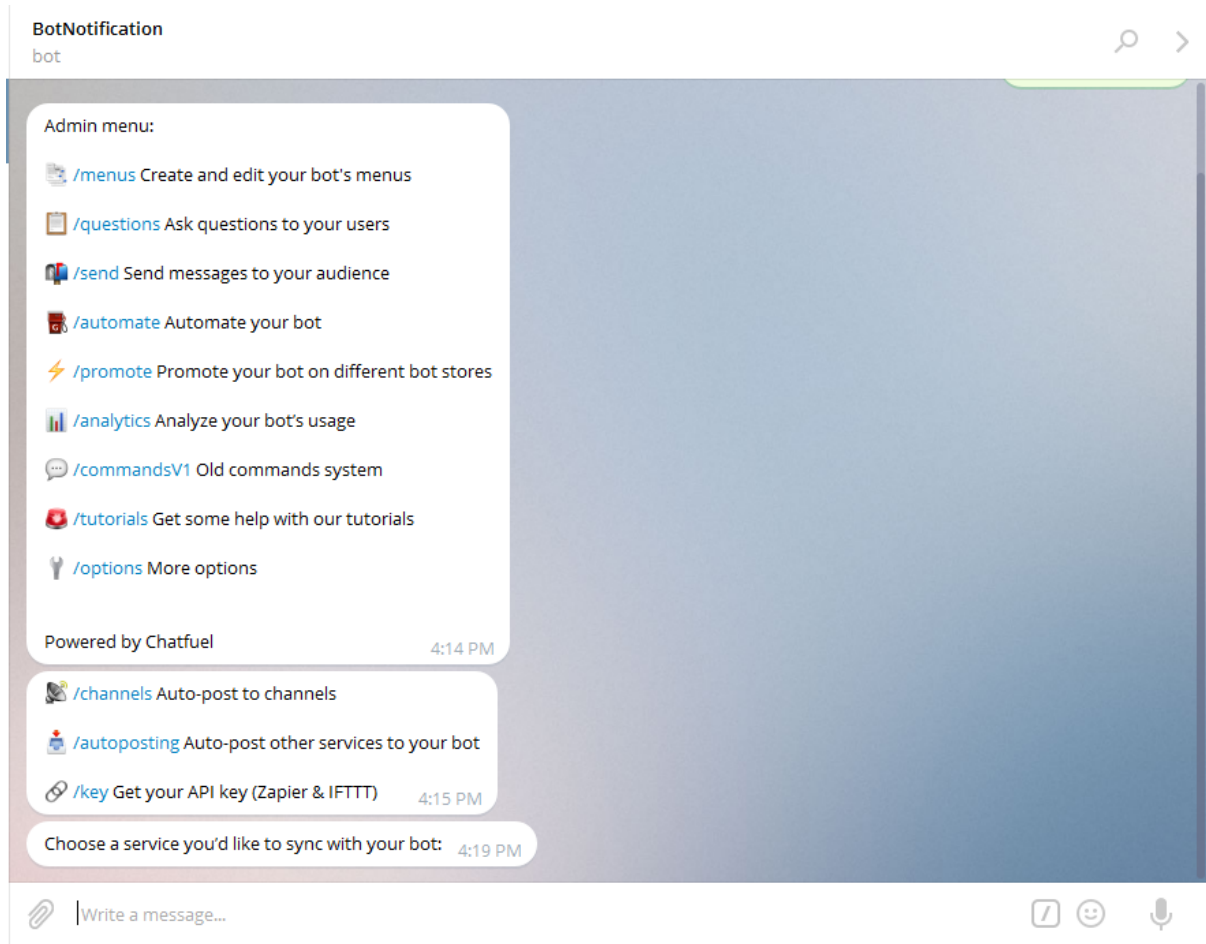


Figure27

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 have 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.

