

The best simple ways to market through Telegram

Introduction

Technology has changed over these ages, and companies have turned towards electronic marketing, as a result of the change in companies' goals, directions and vision. It has become dependent on marketing through influencers, and one of the most popular and distinguished applications is the Telegram application, and in this article we will talk about the most important advantages of this application and how to publish and promote through it

Telegram is officially available on Android, iOS and Windows Phone, including phones and tablets, and is also available on other operating systems such as Windows, Macintosh and Linux, and works on the web version through browsers, allowing the user to use it on various devices and platforms at the same time, and the application synchronizes Messages seamlessly between any device and another of the user's devices

Table of contents

What is the Telegram app and its importance
How does the Telegram application differ from the rest of the applications (What are the features of Telegram)
Are there any flaws in the Telegram app
The best way to market through Telegram

What is the Telegram app and its importance

Telegram is a free, partially open source, cross-platform messaging app that focuses on speed, privacy, and security. Telegram users can exchange messages securely with high encryption capabilities including photos, videos and documents of any type, and the application supports sharing of almost all file formats

Telegram performs the same functions as any other messaging software such as WhatsApp and Line. The first version of Telegram for iOS was launched on August 14, 2013, and the alpha version for Android was launched on October 20, 2013

The importance of the Telegram application stems from the fact that it is Telegram got a rating of 4.3 in the iPhone store, which is called (App store), and got a rating of 4.5 in the Android store, which is known as (Google Play)

The Telegram application supports many languages, which are English, Arabic, Russian, Dutch, Spanish, German, French, Korean, Malaysian, Portuguese, and Ukrainian. The programmers of the application stated on the official application page their willingness to support the application for more languages in the future

The principle of Telegram is based on synchronizing data and messages on all user devices smoothly, and this is what makes the user able to instant messaging and view his messages from all his devices, including smartphones, tablets and computers, in addition to the ability to share multimedia such as photos, videos and files that Size up to 2 GB

The working principle of Telegram includes the ability to be used by everyone who wants a secure application for sending text messages, and the Telegram application is currently used by more than 200 thousand users around the world, and the distinctive Telegram icon can be distinguished, which has a blue color, and includes a drawing of a white kite icon

The working principle of Telegram includes the ability to instant messaging between all people in a secure manner with the greatest degree of privacy, and it supports many of the continuously evolving features



How does the Telegram application differ from the rest of the applications (What are the features of Telegram)

The Telegram application is distinguished over many other applications in many characteristics, and the following are the most prominent advantages of the Telegram application ,Y[ou may be interested in seeing the most important steps needed to create advertising campaigns on Snapcha]t

Security: All data on the Telegram application is completely secure and encrypted, which means that it can only be accessed by both parties to the conversation

Delete messages: where the user of the Telegram application can delete his messages from his phone and from the phone of the person who is messaging him completely

Message Destruction: If the app is logged in for 30 days without returning to it, all messages that follow the user will be destroyed and cannot be retrieved again

Support for multiple devices: Telegram can be used by using several devices at the same time

Speed: where the message arrives at the same speed if the application is used from several devices, and this is because the messages are fully encrypted and will reach the user directly without obstacles

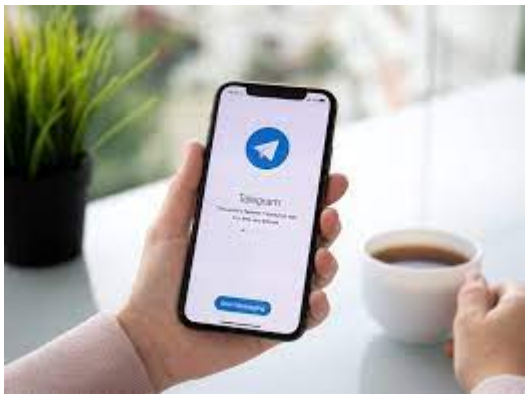
Free services: The Telegram app is completely free, and does not require any fees to get better features



Are there any flaws in the Telegram app

Although the advantages of the Telegram application outweigh its disadvantages, but this does not mean that they do not exist, and the following are the most prominent disadvantages of the Telegram application
Upload photos: Some users are having problems uploading photos from their phones
Upload multiple files: Telegram users cannot send multiple files at the same time
Phone number: Linking the application with the phone number will show the user all the contacts who use the Telegram application, and this can make some users feel less private
Computer application: Some features are not developed in the computer application, for example, it is not possible to start a secret chat in it
Profile Pictures: When a user adds a new profile picture, they must manually remove the old picture

The advantages of the Telegram application outweigh its drawbacks, but in general it includes some defects in the computer application, and some fault it by needing a phone number to activate



The best way to market through Telegram

Telegram marketing is among the things that must be placed in the accounts of companies that carry out marketing campaigns to attract customers
To buy its products and services, the Telegram platform has become one of the important and active platforms frequented by millions of active monthly users
So every company should have an active marketing channel on Telegram ,You may be interested in looking at 4 steps to become a professional in Instagram marketing
From this standpoint, there is a need for companies to use the Telegram

platform and enlarge their channels to reach many interested users
With the products or services you offer, the question that arises now is how exactly can you be marketing through Telegram? Let's get to know this together
Telegram Marketing
Telegram marketing is a primary goal for all companies specialized in the field of marketing, because it is a huge platform with the target audience in almost all fields

It contains an audience of millions of users, which is a huge number that can be exploited and marketed for any products, and in order for Telegram marketing to be done correctly, companies must establish official channels for them on Telegram
And start marketing its channels and get more followers through the following steps
The number of companies' followers can be increased by marketing the company's official channel, Telegram, through funded ads on various social networking sites, especially: Facebook, Google
Many companies specialized in the field of marketing provide funded advertisements on all social networking sites
It is very important for companies to publish specialized content on their Telegram channel, and it is not preferable for the channel to have general content in all fields
The Telegram application is suitable for the rapid dissemination and exchange of messages between the company and its customers
Through the company's official channel on Telegram, you can write any marketing message that the company wants
And it will arrive in the form of a notification to all customers who have subscribed to the company's channel all at the same time, and this feature is great, all customers receive the marketing message at the same moment

How to post on Telegram with the following simple steps

The process of posting on Telegram is a very easy process and is done with the click of a button, but it is necessary in the beginning ,You may be interested in reading 5 secrets to ensure the success of the advertising campaign on Facebook
For the company to create a new official channel on Telegram and bring interested followers
In its field of work, and then when you write any message within the channel, it

will appear to all subscribers to the channel in the form of a notification from the Telegram
It appears on the main screen on phones and computers of customers who subscribe to the Telegram channel
The company should publish many posts on its Telegram channel
At the rate of one or two publications per day so that the large number of notifications does not cause boring and annoyance of customers
They leave the channel and thus companies lose many potential customers who will become buyers later

Conclusion

If you want to use any of the professional e-marketing and social media advertising companies, you can contact the digitsmark team
Where we offer you a group of specialists in professional web design services, social media services and many diverse digital marketing services
Hurry up to contact us through our various digital platforms, or visit the digitsmark website on the Internet

Articles you may be interested in reading on our blog
Hosting and email installation services
Building online stores using Open Cart
visual identity
web design
Google ADs campaigns
Electronic business card design and its importance nowadays
Improve your visibility on search engines SEO

© 2021 Digitsmark. All Rights Reserved.

