

The ultimate Telegram marketing guide

Everything you need to run a Telegram community as a partner: channel or group, setup, structure, what to post every day, how it grows, where the link goes and when, the bots that help, and two real examples.

Telegram has grown past 1 billion monthly active users, and trading is one of the biggest things people use it for. Signal channels, analysis channels, communities around one trader: for money managers and partners it has become the default place to build a following that trusts you. For a partner, a Telegram channel is the best place to turn a stranger into a client. On TikTok someone sees one video and scrolls on. In your channel they see everything you have posted, in order, and they can see you are still posting today. A new member scrolls for two minutes, sees you posting every day with real results, a bit of your life and simple tips, and decides you are real. That is when they message you.

A channel is a page inside Telegram where only you can post. Members read, they cannot reply inside it. The conversation happens in your private messages, when they are ready. Setup takes ten minutes. The daily post is the whole method: a channel that stops for a week looks abandoned.

What you will learn

- What a Telegram channel is, what a group is, and which to start with
- Why Telegram works for affiliate marketing, and how it works
- Public or private, and how to name your channel
- How to create the channel step by step, on the phone and the computer, with screenshots
- The five settings to change on day one
- What to post: the three types, plus six topics that keep a channel alive
- Round video messages and voice messages
- The message CTA, the pinned message, who messages first, and the first reply
- How a channel grows: cross promotion, invitation flows and the hooks that get forwarded
- Where to drop the link, and when to push the platform
- The three bots worth adding, and two real examples
- A 7 day posting plan
- Top tips, do this not that, and key takeaways

What is a Telegram channel, and what is a group?

A **channel** is one way. Only the admin posts. Members read, react, and message you privately. It is built for signals, daily analysis, results, news and tips, delivered to everyone at once with nothing in between.

A **group** is two way. Everyone can post. It is built for discussion, questions and community. It also needs moderation, and it fills up with noise fast.

	Channel	Group
Who posts	Only you	Everyone
What a new member sees	Your posts, in order, from the first to today	A conversation
Best for	Building trust with people who do not know you yet	Talking with people who already trust you
Where clients come from	Your private messages	The group, in front of everyone

Start with a channel. Add a linked discussion group later, once you have members who want to talk to each other. The channel does the convincing, the private message does the closing.

Why use Telegram for affiliate marketing?

- **People see everything, not one post.** On other platforms a person sees one video. In your channel they scroll through weeks of posts in two minutes and see that you are consistent.
- **Instant.** Signals, news and reminders reach every member the second you post. Nothing else delivers like that.
- **They can see it is really you.** Photos, round video messages, voice messages. No other platform mixes proof of results with proof of a real person this well.
- **It is where traders already are.** Most trading communities live on Telegram. Your members are used to it.
- **It costs nothing.** A phone and ten minutes a day.

How does affiliate marketing work on Telegram?

You post daily, you build trust, and you place your partner link where it fits: in the pinned "how to start" message, inside a post about the platform you use, and in the private conversation when someone is ready. Every other platform you use sends people here, or to a link page with the channel behind it. The channel makes them trust you. The conversation makes them a client.

Three rules from the start. Put the link inside valuable content, not as a standalone advert. Quality over quantity: a channel that is only promotion loses members. And be transparent: say that you partner with the platform you use, and only recommend what you actually use.

Public or private

	Public	Private
How people join	Tap the link, they are in	Tap the link, request, you approve
The link	Short, you choose it: t.me/yourname	A long invite link
Can people read without joining?	Yes	No
Risk	People read and never join	Some see "request to join" and do not bother

Start public. A clean link you can say out loud in a video is worth more than the feeling of being let in. Switch to private later if you want, once people message you every week.

How to name your channel

The name has one job: make the channel feel like a real person, not a company.

Pattern	Example	Why it works
Your name plus a word about the journey	Anna's Journey, Marco Trades Life	A real person is here, you follow their story
A short feeling or phrase	Built Different, Quiet Wins	A place with an attitude

Add one emoji after the name as your signature. One, not three, and keep it forever. Avoid names that sound like a product: "Free Gold Signals", "FX Trading Group". People trust a person, not a business.

TWO NAMING PATTERNS THAT WORK, AND ONE THAT DOES NOT

YOUR NAME PLUS THE JOURNEY

 **Anna's Journey** 📈
channel

✓ **A real person, following her story**
Says someone is here and you are watching what happens next. One emoji as a signature, kept forever.

A SHORT FEELING

 **Built Different** 🧠
channel

✓ **A place with an attitude**
People join for the attitude. Still clearly one person behind it, not a product.

SOUNDS LIKE A COMPANY

 **Free Gold Signals FX** 🚀🔥
channel

✗ **Feels like a business, not a person**
People do not trust a business here. Three emoji and a product name read like every channel they already ignore.

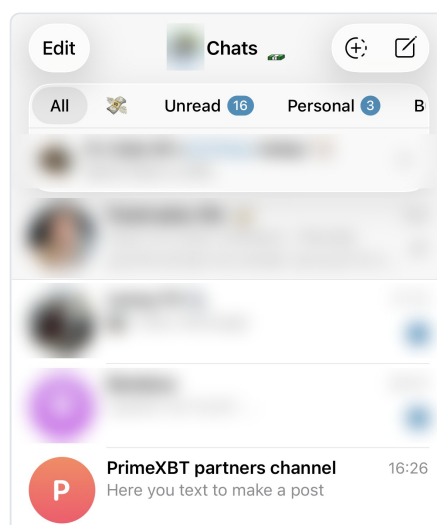
Two naming patterns that work, and one that does not.

How to create your channel, step by step

Most partners run the channel from the phone. The first three steps are shown on the phone, then on the computer. From Step 4 the screens are from the computer. The buttons have the same names on both.

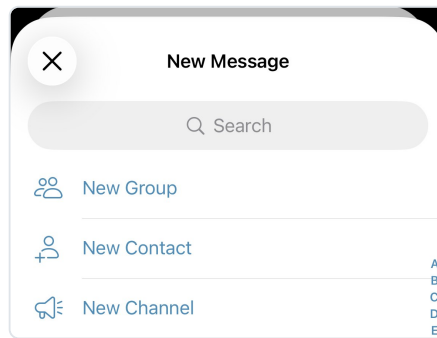
On the phone

Step 1. Open Telegram. On the Chats screen, tap the pencil in the top right.



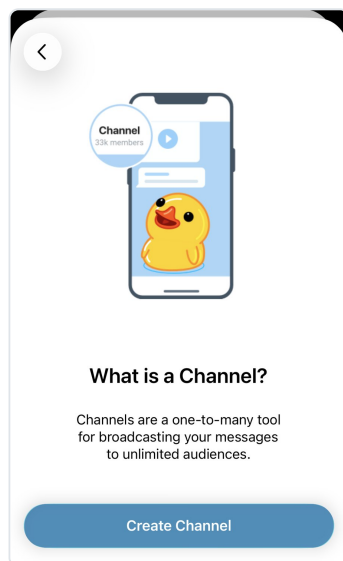
The Chats screen. The pencil in the top right starts a new chat, group or channel.

Step 2. Tap New Channel.

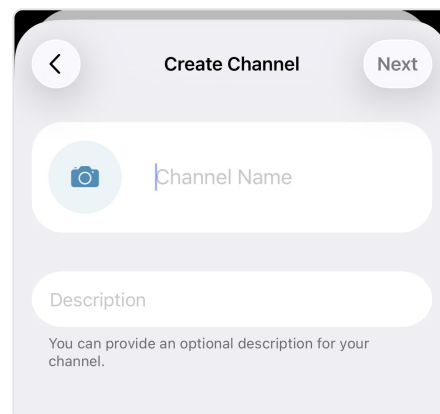


New Message menu. New Channel is the third option.

Step 3. Tap Create Channel. Type your name and emoji, write the description (or do it in Step 7), tap **Next**, choose Public, set your link.



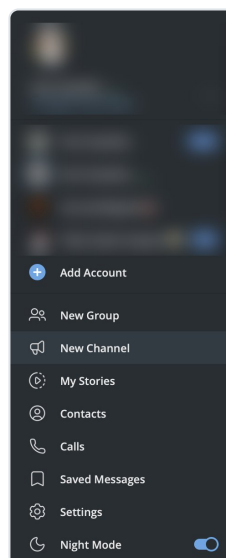
The short explanation screen. Tap Create Channel.



Name on top, description underneath, then Next.

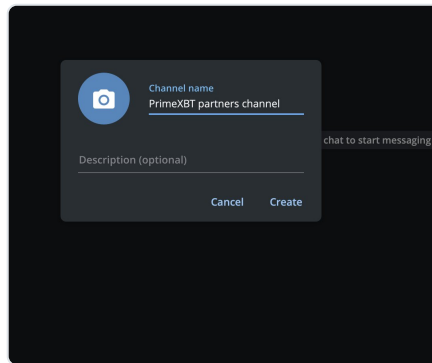
On the computer

Step 1. Open Telegram. Click the three lines in the top left. Choose New Channel.



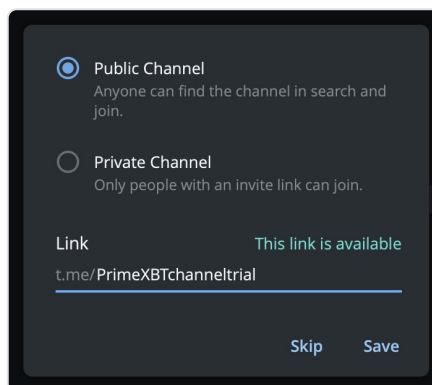
The main menu. New Channel is the third option down.

Step 2. Type the channel name and your one emoji. Description now or in Step 7.

A screenshot of the Telegram channel creation interface. It features a dark background with a central form. The form has a header with a camera icon and the text 'Channel name'. Below this is a text input field containing 'PrimeXBT partners channel'. Underneath is a section for 'Description (optional)' with a text input field. At the bottom of the form are two buttons: 'Cancel' and 'Create'. To the right of the form, there is a faint text 'chat to start messaging'.

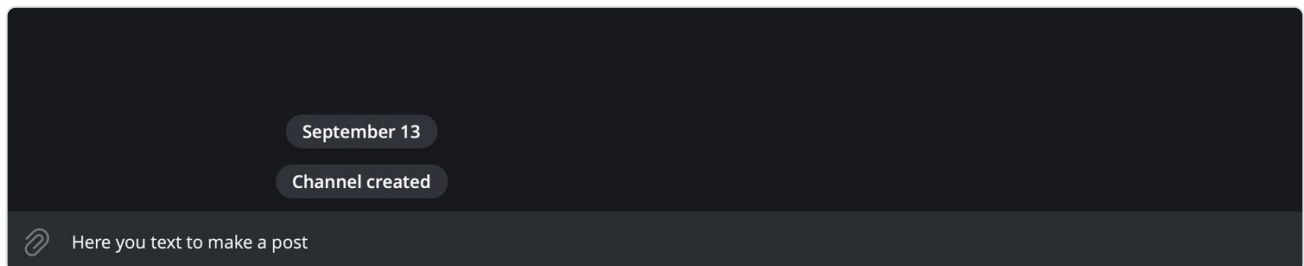
The New Channel box. Name on top, description underneath, then Create.

Step 3. Choose Public and type your link. Green text means it is free. Keep it short and the same as your name on other apps. Save.

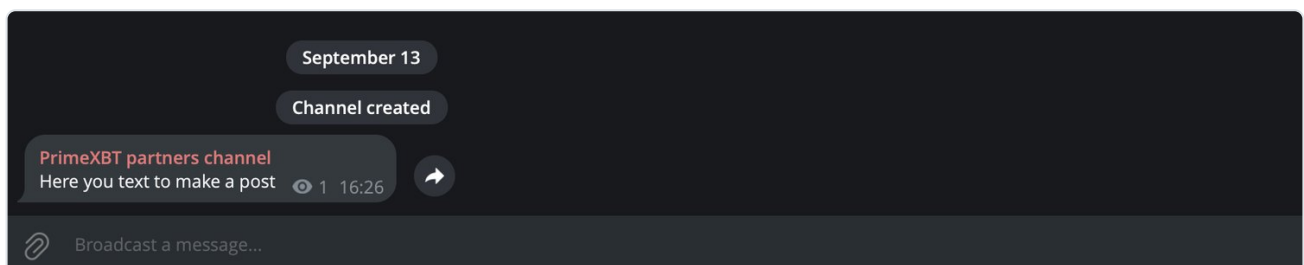
A screenshot of the Telegram channel privacy and link selection screen. It shows two options: 'Public Channel' (selected with a blue radio button) and 'Private Channel' (unselected with a grey radio button). Below these is a 'Link' section with a text input field containing 't.me/PrimeXBTchanneltrial'. To the right of the link, there is a green text 'This link is available'. At the bottom are two buttons: 'Skip' and 'Save'.

Public or private, and the link. Green means the link is free to take.

Step 4. Your channel is open and empty. The box at the bottom is where you write every post. Type and press Enter.

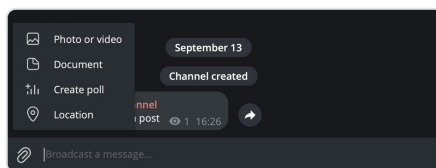
A screenshot of the Telegram channel interface. At the top, there is a date separator 'September 13' and a 'Channel created' notification. Below this is a large text input area with a placeholder text 'Here you text to make a post' and a paper plane icon on the left.

The empty channel. Type in the box at the bottom to make a post.

A screenshot of the Telegram channel interface showing the first post. The post is a message from 'PrimeXBT partners channel' with the text 'Here you text to make a post'. To the right of the text is an eye icon followed by the number '1' and the time '16:26'. Below the post is a 'Broadcast a message...' input field with a paper plane icon on the left.

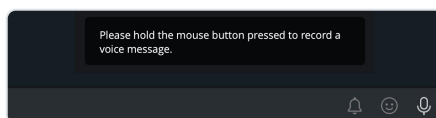
Your first post. The number next to the eye is how many people saw it.

Step 5. To add a photo or video, tap the paperclip left of the text box. Use it for real life posts and result screenshots.



The paperclip menu. Photo or video is what you will use most.

Step 6. To record a voice message, hold the microphone on the right. Release to send. On the phone, tap the microphone once to switch to the camera and hold to record a round video message.



Hold the microphone to record a voice message.

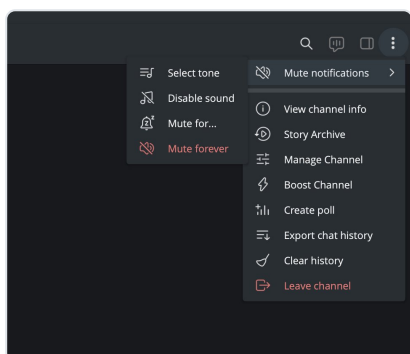
Step 7. Tap the three dots in the top right, then **Manage Channel**. Add a clear photo of your face. Write the description in three parts: what the channel is, what to do to start, and a short risk line.

My trading journey, posted every day. Real results, real life, tips for beginners.

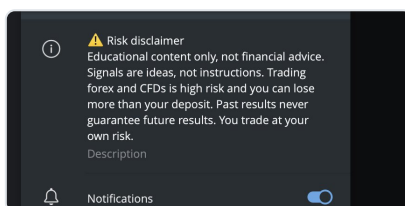
Want to start? Message me the word START.

Educational content only, not financial advice. Trading is high risk and you can lose money.

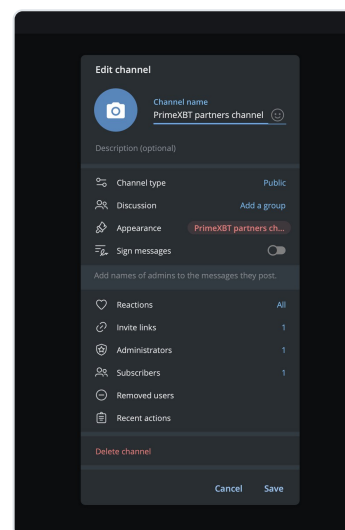
The risk line protects you and makes you look more serious than the channels that leave it out.



The three dot menu. Manage Channel is where every setting lives.



A channel description with the risk line written in.

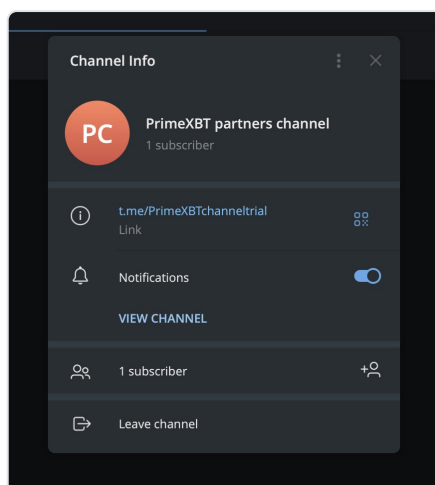


The Edit channel screen: photo, name, description, channel type and reactions.

Step 8. Fix the settings (next section). Two minutes, and most partners never do it.

Step 9. Write five posts before you share the link anywhere. A new member who arrives at an empty channel leaves.

Step 10. Pin your "how to start" message (below), then put the channel link in every bio.

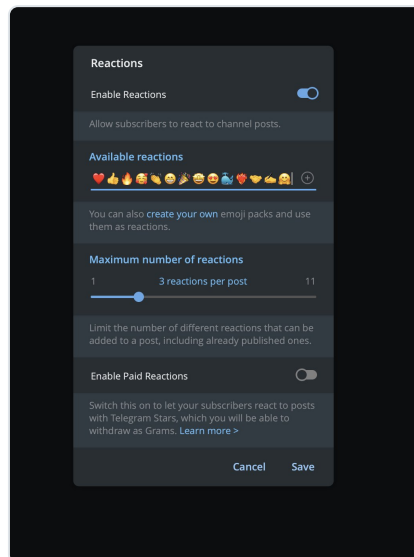


Channel Info shows your link. This is the link that goes in every bio.

Settings to change on day one

All on the Edit channel screen (three dots, Manage Channel).

Setting	Change it to	Why
Reactions	Delete every negative emoji. Keep 3 to 5 positive ones. Max 3 or 4 per post.	A new member scrolls back and sees the reactions. One thumbs down is the only thing they remember.
Channel photo	A clear photo of your face	People join a person, not a logo
Description	What it is, your keyword, the risk line	The first text a new member reads
Sign messages	Off	Your name is already on the channel
Discussion	No group yet	Comments invite arguments. Add a group when you have a community that needs one



The Reactions screen. Delete every negative emoji, keep 3 to 5 positive ones.

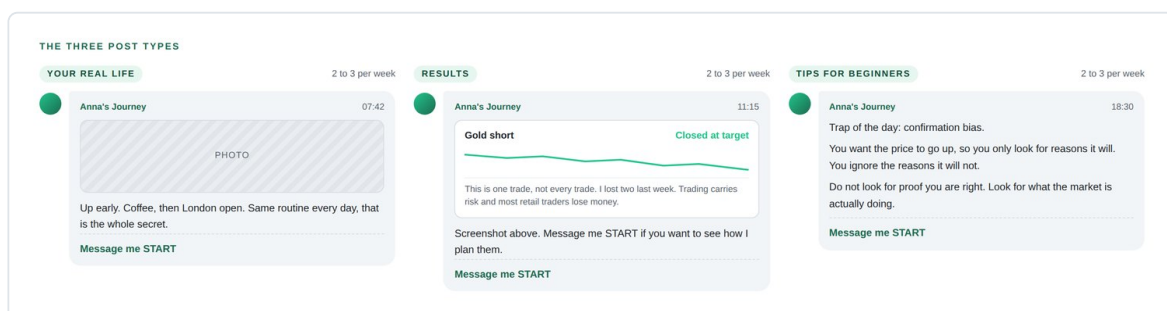
What to post: three types

Type	What it is	Why	How often
Your real life	A photo of your morning, your desk, your walk. One line of text.	Proves you are a real person	2 to 3 a week
Results or learning	A screenshot of a closed trade, a withdrawal, or what you learned today. One line.	Proves the thing works	2 to 3 a week
Tips for beginners	One simple thing about trading, three or four lines	Proves you know what you are talking about	2 to 3 a week

Every post ends with the same thing: one line asking people to message you (next section).

Six more topics that keep a channel alive, once the three types are a habit: breaking news that moves the market (a central bank decision, a big political event) and what it means; a pre-planned outlook for the week from the economic calendar; price alerts when a market reaches a key level; what an indicator is showing and how you read it; trading reminders about psychology (follow the plan, do not overleverage, do not revenge trade); and polls on market direction, which get people talking. None of these are financial advice. You show what you look at and what you think.

If you have no results yet, post what you are learning: "Today I learned what a stop loss actually does." That is honest and it works. Never post a result that is not yours. Never say a result is typical, guaranteed or easy. Put the risk line on any post that shows a profit. It makes you more believable, not less.



The three post types side by side, each with an example.

Real life:

Chilled one today. Charts closed at 11, beach by 12. Ready for the madness this week.

Result:

Gold short from this morning, closed at target. Screenshot below. One trade, not every trade, I lost two last week. Message me START if you want to see how I plan them.

Tip:

Trap of the day: confirmation bias.

You want the price to go up, so you only look for reasons it will. Then you defend the trade after the market has told you it was wrong.

Do not look for proof you are right. Look for what the market is actually doing.

Three short paragraphs, no chart. Simple beats clever.

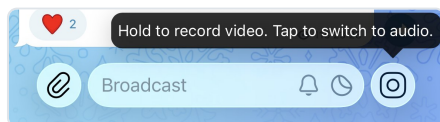
Video messages and voice messages

Telegram has two things no other app has. Both take one tap and both feel like a message from a friend.

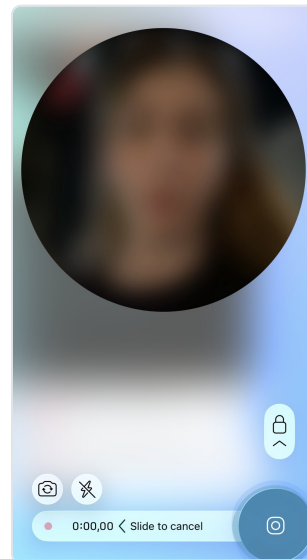
The round video message. Phone only. Tap the microphone once to switch to the camera, hold to record, release to send. Ten to twenty seconds of your face: a morning hello, "at my desk, here is what I am watching today". No script, no editing. Three of these from three different days and a new member knows for certain you are real. Nothing else does that job as fast.

The voice message. Hold the microphone, speak 20 to 60 seconds, release. Use it for a tip that is easier to say than write.

Rule: at least one video message and one voice message every week.



*On the phone, the camera icon sits where the microphone was.
Hold to record, tap once to switch back.*



Recording. Slide left to cancel, slide up to the lock to record hands free.

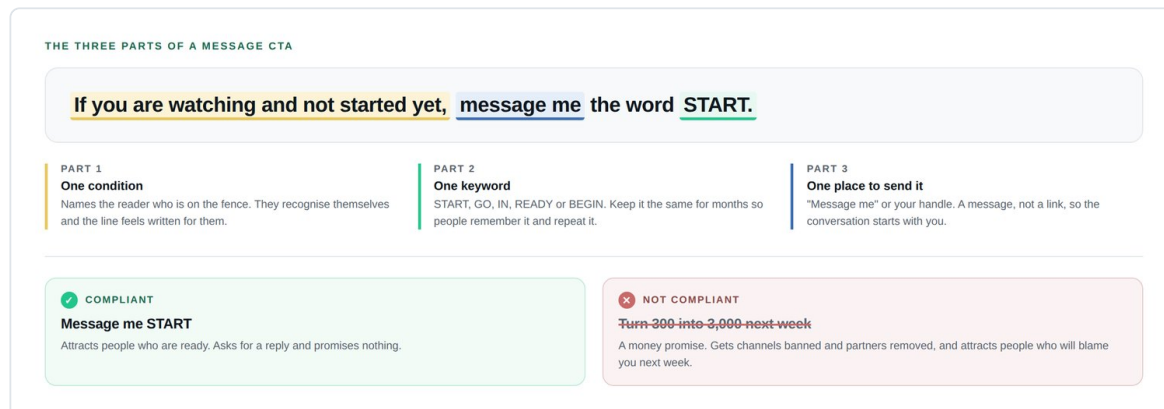
From reader to conversation

This is the part that makes the channel pay. Four pieces: the line at the end of every post, the pinned message, who messages first, and the first reply.

The message CTA on every post

A CTA is the one line that tells the reader what to do next. In your channel, it always asks them to message you. Every post, every day. A person reads for a week before they are ready, and on the day they are ready the line has to be there.

Three parts, every time: one condition, one keyword, one place to send it. Keep the keyword the same for months.



The three parts of a message CTA.

Pick three or four and rotate them:

1. Want to start? Message me START.
2. If you are watching and not started yet, message me the word GO.
3. Reading this every day but not in yet? Message me IN.
4. New here? Message me BEGIN and I will send you where to start.
5. Want to see the setup behind this? Message me GO.
6. Been here a few days? That is usually the moment. Message me START.
7. I answer every message. Send me START.
8. Still watching from the outside? Message me IN.

Nothing on this list says how much money, how fast, or how easy. Those lines get channels banned and attract people who will blame you next week. "Message me START" attracts people who are ready.

The pinned message

The pinned message stays at the top and a new member sees it first. Use it for one thing: how to start. Post it, hold it (or right-click on desktop), tap Pin.

How to get started

Here you get my daily posts: real trades, real life, and simple tips for beginners.

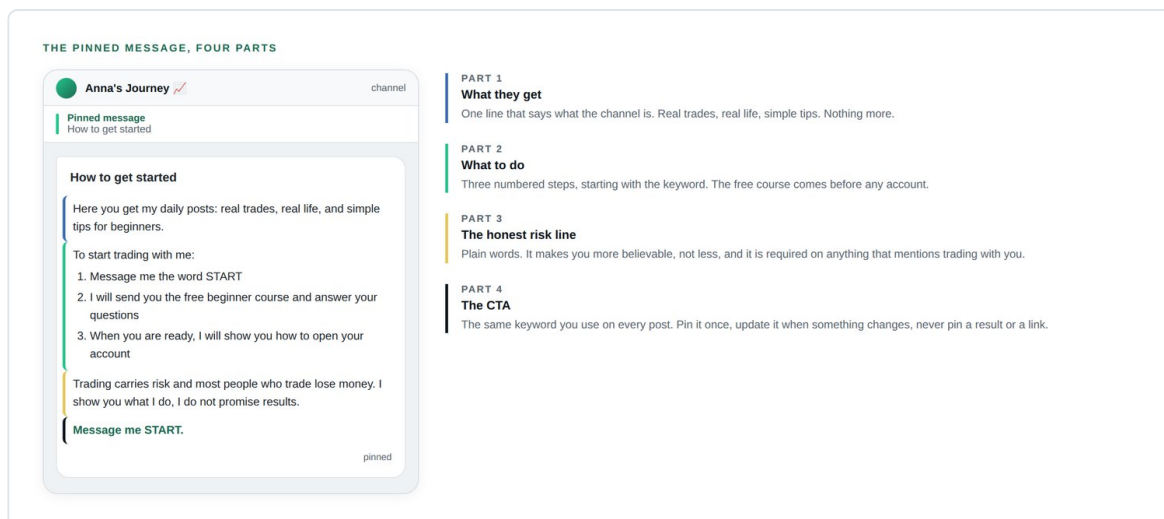
To start trading with me:

1. Message me the word START
2. I will send you the free beginner course and answer your questions
3. When you are ready, I will show you how to open your account

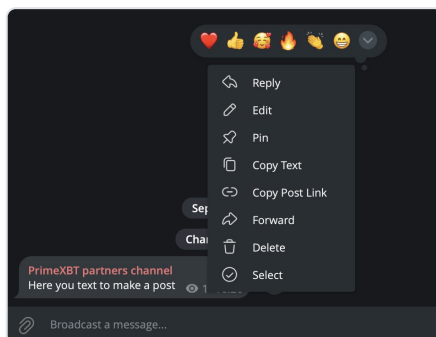
Trading carries risk and most people who trade lose money. I show you what I do, I do not promise results.

Message me START.

Never pin a result, a screenshot, or a link on its own.



The pinned "how to get started" message, with its four parts labelled.



Right-click the post on desktop (or hold it on the phone) and choose Pin.

Let them message you first

A recommendation, not a rule. When someone joins, do nothing. Let them read, let them see you post again tomorrow. A person who messages you first has already decided; you are only answering. If you message first, you can read as a salesperson, and some people put their guard up. If you do send a welcome, one line, no pitch, no follow-up if they stay quiet. Your job is not to chase. Your job is to make the channel so consistent that messaging you feels like the natural next step.

The first reply

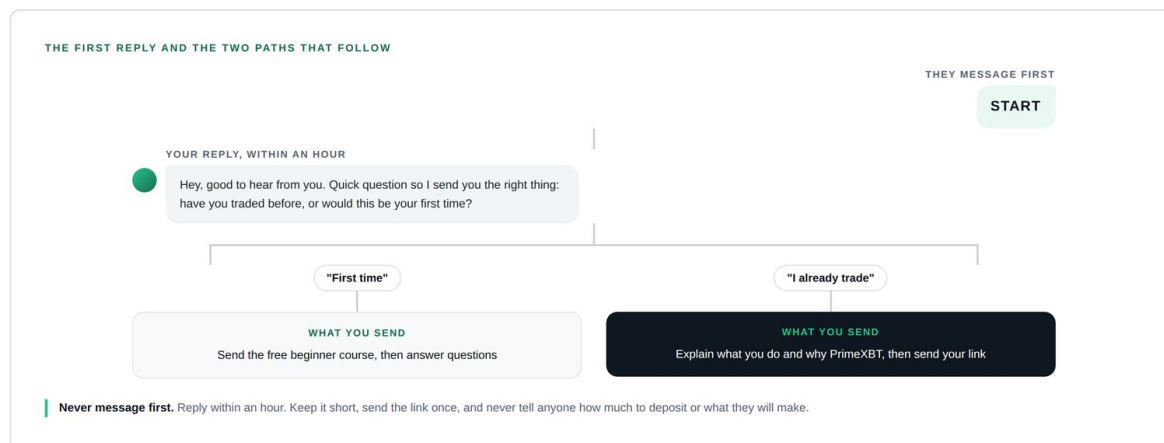
They send the keyword. Reply within an hour if you can. The first reply has one job: find out which of two people you are talking to.

Hey, good to hear from you. Quick question so I send you the right thing: have you traded before, or would this be your first time?

They say	What you send
"First time"	The free beginner course. "Start here, it is free and takes an evening. Message me when you have done the first lesson."
"I already trade"	What you do and why you use PrimeXBT, then your link. "Here is how I have it set up. If you want to open an account the same way, this is my link." A partner who talks about conditions and platforms can also send the registration link straight from the pinned message.

Then keep it short. Answer questions. Do not send the link twice. If they go quiet, one follow-up after three days: "Still here if you have questions." Then leave it.

Never tell someone how much to deposit, what to trade, or what they will make. You show what you do. They decide.



The first reply and the two paths that follow it.

How a channel grows

A channel with ten members and one with a thousand grow the same way, in three layers. The full playbook is in "From 0 to 1,000 members"; this is the short version.

Layer	What it is	What you do
Your other platforms	Every video, post and story ends with the channel	"Everything is in my channel, link in bio" twenty times a week. This is where the first 100 come from
Forwards	Members send your posts to friends	One post a week built to be forwarded: an honest take, an insight in four lines, or a list to save. End it with "forward this to someone starting out"
Cross promotion	Swaps with channels your size	One swap a week with a host you have read for a week. Honest one line description of each other's channel. Never with a channel that promises money

Invitation flow. Once a week: "If this channel has helped you, send it to one person who needs it." Thank inviters by name in the weekly recap. From 300 members, a private second channel for people who brought someone in.

Viral hooks that work on Telegram are the same three as everywhere: the honest take ("here are my last five losses"), the insight ("the one thing about position size that took me a year"), the list ("five checks before any trade, save this"). Money claims also get forwarded, and they get your channel reported. Never.

Where to drop the link, and when to push

Where	When	How
Pinned "how to start" message	Day one, forever	Step 3 of four: open an account on the platform I use, my link, the partner line
A post about your own setup	Once a month	Screenshot of your screen, why you use it, the link, the partner line
The answer to "which platform?"	When asked, in private	Link, partner line, nothing else
A trade idea	At the end, as one line	"If you take this, this is where I trade it"
A real campaign	When one exists	Explained in plain words, with the dates, pinned for the campaign length

Never in the channel name or description, never in the welcome message, never in every post, never next to a number. If the platform appears in more than two of your last twenty posts, cut it. If it appears in none, you forgot why you are here.

Bots worth adding

Three, and only in a group or a linked discussion group. A channel alone needs none.

Bot	Job	One line setup
Rose (@MissRose_bot)	Welcome message and rules	Add as admin, <code>/setwelcome</code> with your three lines
Shieldy (@shieldy_bot)	Captcha at the door, bot accounts fail it	Add as admin with ban permission, <code>/start</code>
ControllerBot (@ControllerBot)	Write seven channel posts on Sunday, schedule one a day	<code>/addchannel</code> , write, Schedule

Your own keyword bot (via @BotFather) comes in month two: a member sends START, the bot replies with the pinned message and your link, in private. The full list is in "11 best Telegram bots for partners".

Two real examples

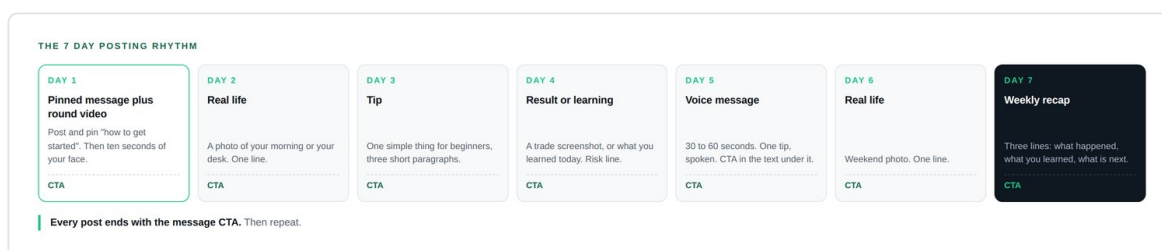
The education channel. Started by a partner who had traded for four months. Public channel, one lesson a day, every lesson three paragraphs with one screenshot of her own chart. Losses posted on Wednesdays. Pinned message with four steps. No link in any post except the pinned one and a monthly "my setup" post. Growth came from TikTok: one video a day ending in "the full lesson is in my channel". At 90 days: 340 members, 40 percent views per post, eleven clients, all of whom had messaged first. What worked: the archive. New members scrolled up and read for an hour.

The signal channel that recovered. Started as "free signals", 800 members in a month from a giveaway, views per post 4 percent, two clients. The host switched to posting the reasoning under every idea, started showing losses, cut the giveaway, and added a weekly recap with every result. Members dropped to 500 over two months, then views rose to 35 percent and the channel produced more clients in month four than in the first three combined. What worked: honesty made the remaining members real.

Your 7 day posting plan

One post a day, each ending with a message CTA. Then repeat forever. The rhythm is the product.

Day	Post
1	Post and pin "how to get started". Then a round video message: your face, ten seconds, "I post every day, message me START if you want to begin."
2	Real life. A photo of your morning or desk. One line. CTA.
3	Tip. Three short paragraphs. CTA.
4	Result or learning. Screenshot, risk line. CTA.
5	Voice message. One tip, 30 to 60 seconds. CTA in the text under it.
6	Real life. Weekend photo. CTA.
7	Weekly recap. What happened, what you learned, what is next. CTA.



The 7 day posting rhythm.

Top tips for Telegram affiliate marketing

- 1. Post every day, even when nothing happened.** "Quiet day, no trades, went for a walk" is a post. The gap is what kills a channel, not the boring day.
- 2. Show your face at least three times a week.** A photo, a round video message. The face is the proof.
- 3. Build trust before you sell.** Reply to everyone, thank people, answer questions in public. Say that you partner with the platform you use. Recommend only what you use yourself.
- 4. Keep the keyword the same for months.** START in January, START in June. People remember it and repeat it to their friends.
- 5. Results as screenshots, losses included.** "Closed at target, screenshot below" is proof. "Made a lot today" is a claim. A channel with only wins looks fake because it is.
- 6. Make it interactive.** Polls, a question of the week, a Q&A voice message. Members who take part stay.
- 7. Let them come to you, then answer within the hour.** The person who messages first has already decided. Speed is respect.
- 8. Track and refine.** Views per post, how many message you per week, which post type gets the most reactions. Do more of what works.

Do this, not that

Do this	Not that
Post every day, even "quiet day, no trades, went for a walk"	Leave a gap. Three missed days and a new member assumes you left
Five posts before you share the link	Share an empty channel
Your face three times a week: photo or video message	Only charts and screenshots
Mix the three types	Three results in a row, like every scam channel
Results as screenshots, losses included	"Made a lot today" with no proof, and only wins
Same keyword for months	START Monday, GO Wednesday, VIP Friday
Let them message first, then answer within an hour	Message every new member, or answer tomorrow
Ask "have you traded before?" first	Send the link first
Pin "how to start"	Pin a result or a link
Read your channel from the top once a week, as a stranger	Never look at it the way a new member does

Key takeaways

- Telegram has over 1 billion users and is where trading communities already live. A channel is the best place to turn a reader into a client, because people see everything you have posted, not one video.
- Three post types every week, plus news, outlooks, price alerts, reminders and polls once the habit is there.
- Every post ends with the same line: one condition, one keyword, one place to message.
- Pin one thing: how to start. Your partner link lives there, in posts about the platform, and in conversations.
- Let new members message you first. Ask one question, then send the right thing. The channel convinces, the private message closes.
- Post every day. The rhythm is the product.

Figures: Telegram announced 1 billion monthly active users in March 2025.

Before you share the link

- ☐ **Create the channel.** Name, one emoji, face photo, description with the risk line.
- ☐ **Public, short link** that matches your name elsewhere.
- ☐ **Remove every negative reaction.**
- ☐ **Write and pin "how to get started"** with your keyword in it.
- ☐ **Post five times.** Two real life, two tips, one round video message. Each with a CTA.
- ☐ **Then put the link in every bio.**

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