

A Telegram channel is ideal for broadcasting messages to large audiences, where only admins can post, and members can receive updates.

Step-by-Step Guide to Create a Telegram Channel:

Step 1: Open Telegram

- **Mobile:** Open the Telegram app on your smartphone.
- **Desktop:** You can also use the Telegram desktop app or visit web.telegram.org.

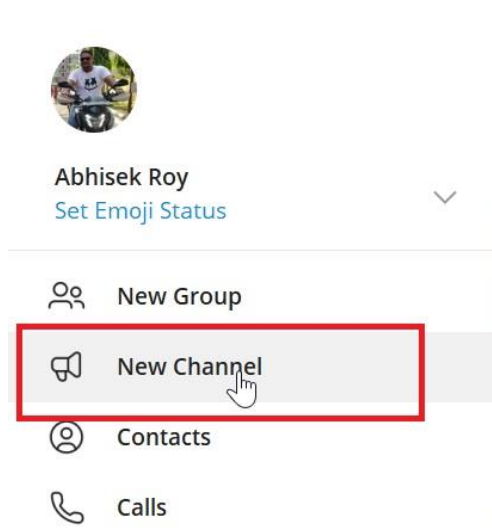
Step 2: Start a New Channel

1. On Mobile:

- Tap the **three lines** (menu) in the top-left corner of your screen.
- Select **New Channel**.

On Desktop/Web:

- Click the **three lines** (menu) in the top-left corner.
 - Choose **New Channel**.
2. Telegram will display a prompt to create a new channel. Click **Create Channel**.



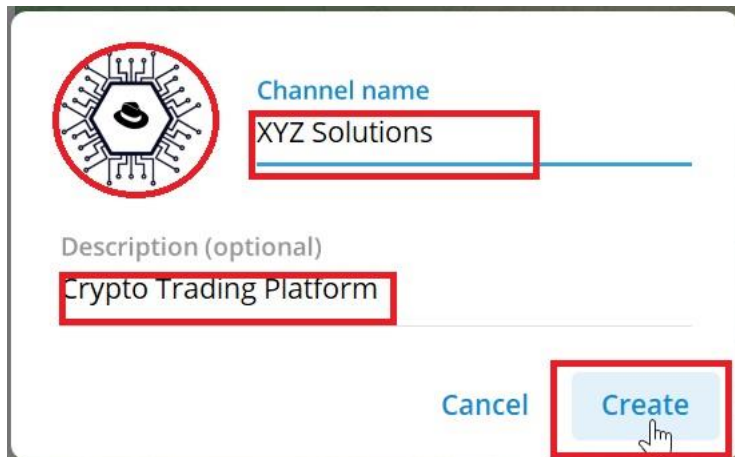
Step 3: Set Up Your Channel

You'll be asked to provide some details for your channel:

- **Channel Name:** Choose a name that reflects the purpose of your channel.
- **Description:** Write a brief description of what the channel is about. You can explain what kind of content you will share and what the audience can expect.
- **Profile Picture:** Upload a logo or relevant image for your channel.



Once you're done, tap **Next**.



Channel name
XYZ Solutions

Description (optional)
Crypto Trading Platform

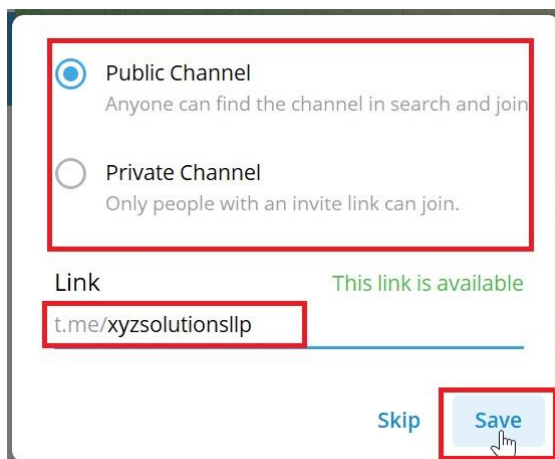
Cancel Create

Step 4: Choose the Channel Type

Telegram gives you two options for your channel:

- **Public Channel:** Anyone can search for and join your channel. You'll need to create a unique **permanent link** (URL) for your channel (e.g., t.me/channelname).
- **Private Channel:** Only people with an **invite link** can join. Your channel will not appear in searches.

Choose the type of channel that fits your needs and click **Save**.



Public Channel
Anyone can find the channel in search and join

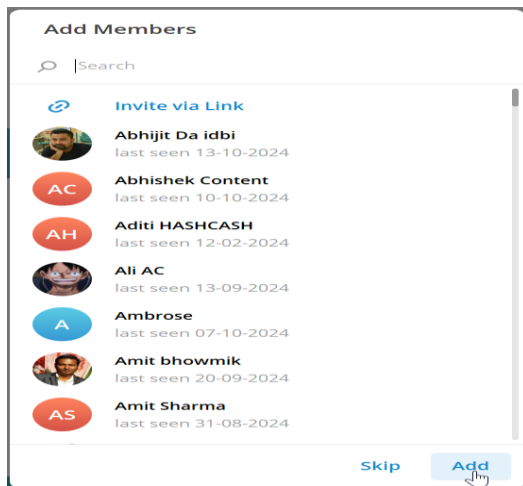
Private Channel
Only people with an invite link can join.

Link This link is available
t.me/xyzsolutionsllp

Skip Save

Step 5: Invite Subscribers

Telegram will give you the option to invite people from your contacts to join your new channel. You can do this now or skip it and invite people later.

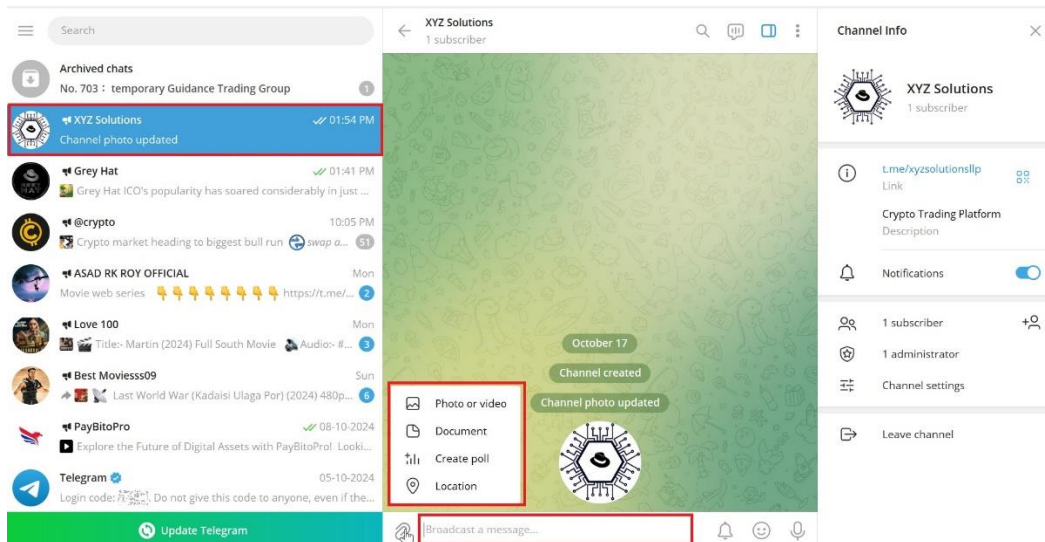


Step 6: Start Posting

You are now ready to start sharing content. As the channel admin, you can post:

- **Text messages.**
- **Images or videos.**
- **Links to websites or other platforms.**
- **Polls, files, or voice messages.**

To make important announcements stand out, you can **pin messages** to the top of the channel.



Step 7: Share Your Channel

- If your channel is **public**, share its custom link (e.g., <https://t.me/xyzsolutionslp>) across other social media platforms to grow your audience.
- If your channel is **private**, share the invite link with people you want to join.

You now have a fully functioning Telegram channel! You can continue to grow it by consistently posting valuable content and promoting it to a wider audience.



Leverage Telegram Ads

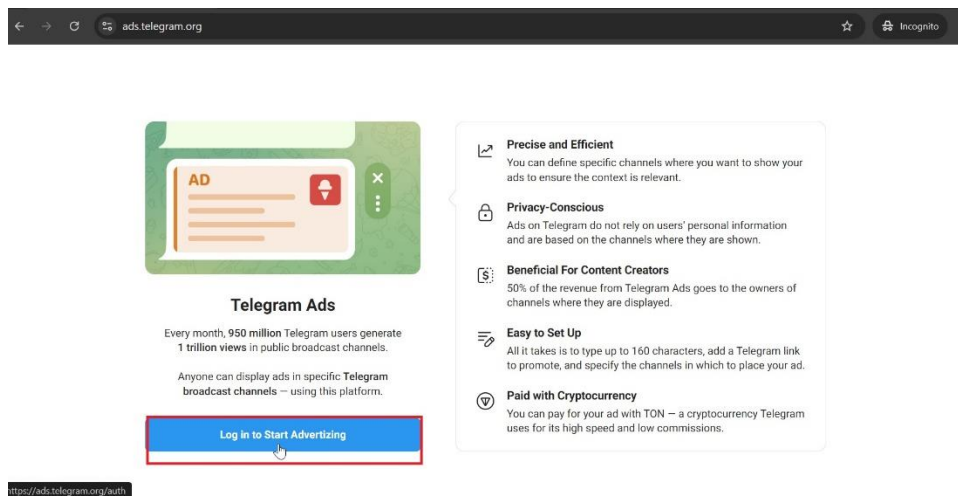
Creating a Telegram ad is a powerful way to promote your Telegram channel or product to a targeted audience. Telegram launched its official ad platform, allowing users to promote content within public channels with over 1000 members. The ads appear as simple text-based messages with links that fit seamlessly into the Telegram experience.

Here's a detailed, step-by-step guide to creating a Telegram ad:

Step 1: Register on Telegram's Ad Platform

Telegram's official advertising platform can be accessed at ads.telegram.org.

1. **Visit the Ad Platform:** Go to ads.telegram.org and click on **Create an Ad Account**.



2. **Log in with Your Telegram Account:** Use your Telegram credentials to sign in.

A screenshot of the Telegram Ads login page. The page has a white background with a black border. At the top, it says 'Log In'. Below that, it reads: 'Log in here to manage your ads. Please enter your phone number in the international format and we will send a confirmation message to your account via Telegram.' There is a text input field containing the phone number '+12223334455'. At the bottom right, there are two buttons: 'Cancel' and 'Next'.

3. **Verify Your Identity:** Telegram might send a code to your Telegram app to verify your identity.
4. **Create an Ad Account:** After logging in, you'll be prompted to create a new organization account. Fill in the required details, including the account name, billing country, and currency you will use for payments.



Account

Channel
Organization

Select Channel

Select your company's group or channel

XYZ Solutions

As an admin of the group or channel you select, you will see these company details and will be able to manage all ads you create.

Company Details

Full name

E-mail

Phone number

Country

You need to choose the channel for which you want to create the Ads Account.

Company Details

Full name
XYZ

E-mail
info@xyz.com

Phone number
+123456789

Country
USA

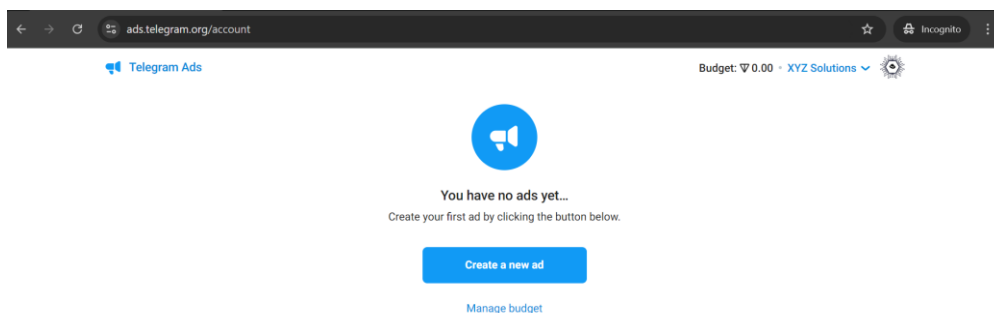
City
California

Advertiser's legal name (optional)
XYZ Solutions LLC

Additional information that can be viewed by users. If your ads will be shown to EU users, you are required to provide your legal name under the Digital Services Act.

Save Info and Proceed

Once you fill up all your details you need to click on **“Save Info and Proceed”**



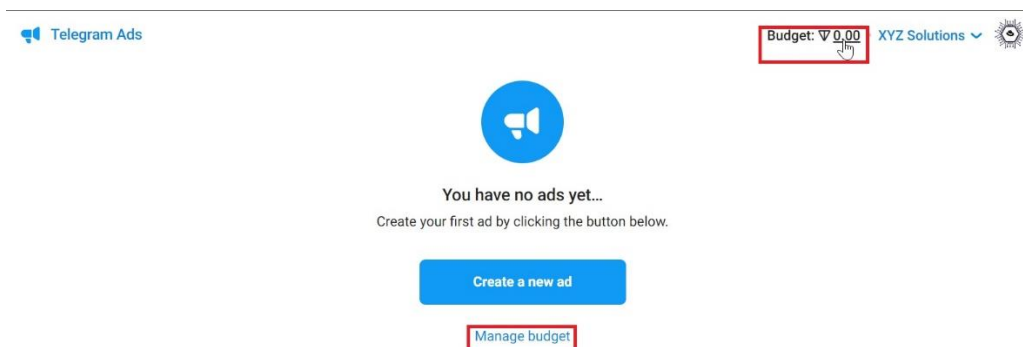
Your Ads account is now ready & you can now start a new ad to promote your channel.



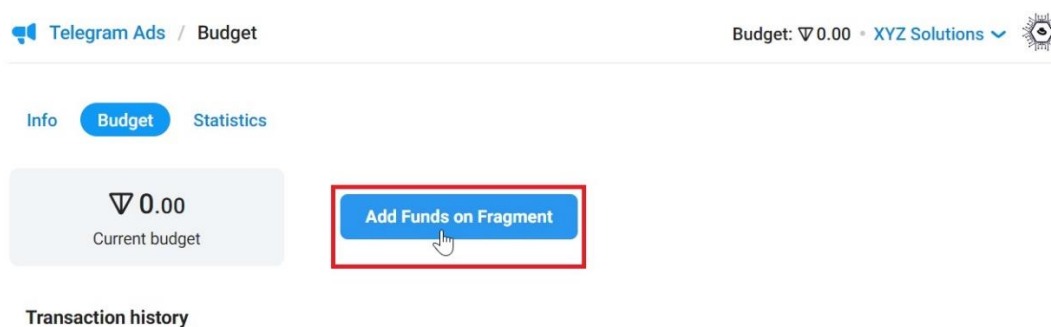
Step 2: Set Your Campaign Budget and Deposit Funds

Before running an ad campaign, you need to deposit funds into your ad account.

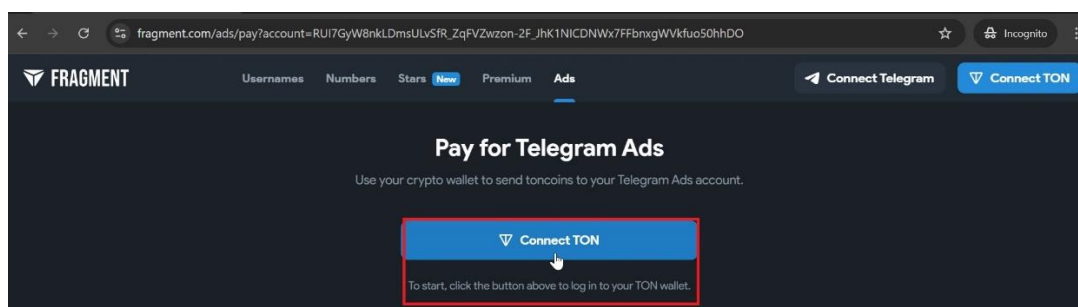
1. **Minimum Deposit:** The Telegram Ads platform currently has a minimum entry cost of €2,000 or 20 TON Coins.



2. **Payment Method:** Telegram supports payments via bank transfer or cryptocurrency. Complete the payment process to fund your ad account.



You need to add your funds in the fragment app so that Telegram can charge directly from the app as your ad starts running.



Step 3: Create New Ad

Once your account is set up and funded, you can create your first ad campaign.

This is where you craft the actual ad that users will see.

1. **Text-Only Ads:** Telegram ads are currently **text-based (160 characters max)**, making them unobtrusive and seamlessly integrated into the Telegram interface. The ad includes:
 - **Ad Text:** Write a concise, compelling message that attracts attention. Stick to a clear call-to-action (CTA) like "Join Now" or "Learn More."
 - **Link:** Include a link to your channel, group, website, or other relevant pages.

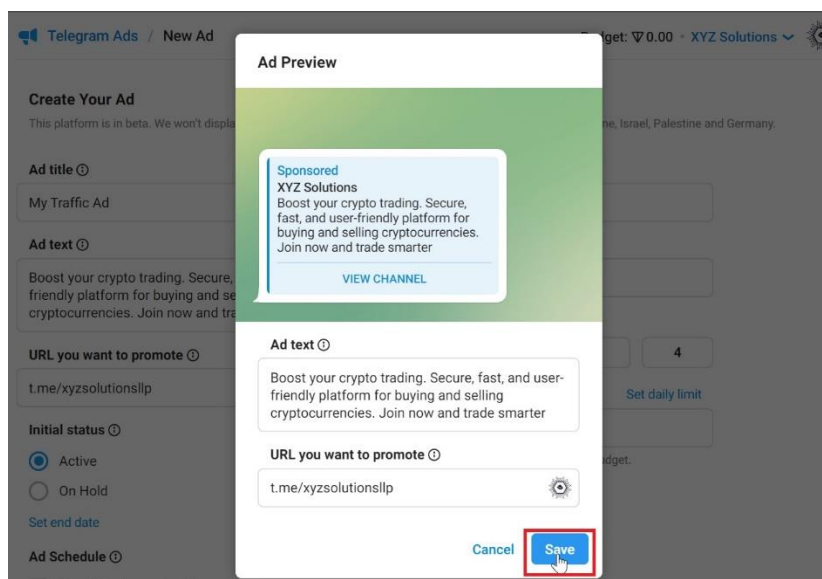
Ad title ⓘ
My Traffic Ad

Ad text ⓘ [Preview Ad](#)
Boost your crypto trading. Secure, fast, and user-friendly platform for buying and selling cryptocurrencies. Join now and trade smarter

URL you want to promote ⓘ
t.me/xyzsolutionsllp

Initial status ⓘ
 Active
 On Hold
[Set end date](#)

2. **Preview Your Ad:** Telegram will show you a preview of how your ad will look when displayed in the channels.

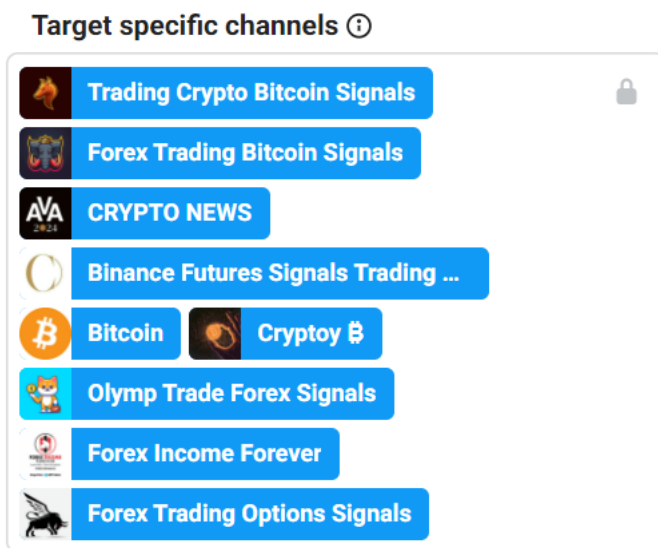


Once you have checked the Ad Preview you need to click on “**Save**” and proceed.

Step 4: Set the Ad Placement

This step is about selecting where you want your ad to be shown within Telegram.

Target Public Channels: Telegram ads are displayed in public channels only with over 1000 members. Based on your ad Telegram will automatically place your ad in relevant channels.



Step 5: Set the Budget and Bid

Next, you need to define how much you're willing to spend on your ad campaign.

1. **Cost-Per-Mille (CPM):** Telegram ads work on a CPM basis, meaning you pay for every 1000 impressions (views) of your ad. Set the maximum CPM bid you're willing to pay for each 1000 impressions.
 - For example, if your bid is €3 CPM, you will pay €3 for every 1000 times your ad is displayed.
2. **Daily Budget:** Specify a daily budget limit so that you don't exceed your desired spending each day.
3. **Total Campaign Budget:** Set the overall budget for the campaign. This controls how much you're willing to spend in total.



CPM in Ton ⓘ

▼ 0.10 ~ € 0.47

Daily views limit per user ⓘ

1 2 3 4

Current budget in Ton

▼ 30.00

Ad will be put on hold once the budget is depleted.

Daily budget in Ton ⓘ [Remove](#)

▼ 1.00

Step 6: Launch the Campaign

After finalizing your ad content, placement, and budget, you can launch your campaign.

1. **Review Your Campaign:** Double-check your targeting, bid, and ad text before launching. Ensure everything is set to achieve your campaign objectives.
2. **Submit for Approval:** Once you've reviewed, submit the ad for approval. Telegram will review your ad to ensure it meets their guidelines. This process usually takes few days.

I have read and agree with the [Telegram Ad Platform Terms of Service](#) [Clear Draft](#) [Create Ad](#)

3. **Ad Goes Live:** After approval, your ad will start running in the specified channels based on your targeting and budget.

