



 **BLOG**

TELEGRAM TAKES MESSAGING MARKETING TO THE NEXT LEVEL

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Powerful. Fast-growing. Simple.

Explore numerous Telegram marketing options with **HORISEN Business Messenger**

The extensive use of technology tools in everyday business has significantly improved business performance and increased efficiency in all industry sectors. It has also changed the way of interaction between businesses and their customers emphasizing the importance of additional marketing efforts to enhance customer experience. This customer-centric prospect guarantees companies a huge advantage over their competition and leads to successful business performance.

In today's mobile-first economy, opportunities for customer-centric digital marketing have become endless. With social networks and messaging apps, digital marketing has become the most effective way to engage customers. During the lockdowns and restrictive measures influenced by Covid-19, people have started being more keen on messaging automation than ever before. The fact that billions of people use messaging apps every day, assured marketers to take full advantage of instant messaging apps marketing.

Telegram is a messaging app with exponential growth over the last years. It became one of the top-5 downloaded apps worldwide in 2022 with more than 700 million monthly active users. With such a high number of users and huge popularity, Telegram has attracted the attention of every professional marketer. Increased interest for Telegram by marketers is not a surprise given the fact that using its powerful features efficiently can increase the visibility and outreach of a business, boost sales and get the target audience to explore companies' products and services, surprisingly, without any costs. Namely, the amazing fact is that Telegram is free of charge and has never paid to advertise its apps; its growth owes to personal recommendations giving the app more credibility among its users.

Moreover, Telegram is tailor-made to facilitate businesses to communicate with their target audience and keep them informed by sharing rich content like long text messages, pictures, videos, etc. Launching

promotional campaigns through Telegram increases sales, improves brand awareness and provides more traffic to the website. Additionally, Telegram enables businesses to support their customers round the clock. With its powerful chatbots, available 24/7 companies unburden their customer support team of minor issues enabling it to deal with more complex problems.

With HORISEN Business Messenger, marketers can take full advantage of Telegram options and maximize business performance. This web-based, all-in-one messaging platform for business marketing allows marketers to easily create and execute multiple campaigns on Telegram through the powerful Campaign Manager.

HORISEN Business Messenger is a highly intuitive platform with powerful features aimed at engaging the right audience with relevant and timely messages. Furthermore, this easy-to-use tool enables marketers to craft personalized messages with rich content and landing pages making the best use of Telegram features.

Additionally, HORISEN Business Messenger with its “Easy Dialog” application enables one-to-one and two-way chats with users via Telegram, enhancing customer satisfaction and engagement. Its chatbots are fully automatized and can be connected with APIs to a conversation via Telegram taking over the chat flow with the user. Thus, this feature-rich Business Messenger brings a high level of automation to any size of business, manageable from a single spot.

HORISEN Business Messenger grants a high level of automation and a workflow that can drive scale and efficiency for everyone who decides to tap into the messaging marketing business. It is designed as an omnichannel tool to provide communication between businesses and their target audience across different channels such as Telegram, SMS, Web Push, Viber, FB messenger, Instagram, Google Business Chat and many more, harmonizing all channels in one comfortable view.

With the right tool, Telegram can be a field of incredible opportunities for messaging marketing. With HORISEN Business Messenger, Telegram takes messaging marketing to the next level by boosting customer experience and maximizing business performance in the long run.

To explore more about HORISEN Business Messenger visit: <https://www.business-messenger.pro>