

Telegram Marketing – TopCashback Italy

A new channel I introduced at TopCashback UK, demonstrating my initiative, commitment to growth, and ownership from start to finish.

Project Goal

→ Explore new ways to reach users beyond our usual marketing channels

Identifying Telegram as a Growth Opportunity

Research

Conducted market research on **Italian money-saving platform users**. Investigated **online habits** and digital platform usage of target audience

Insight

Found that Telegram had a **strong presence** in Italy and wasn't yet used in company marketing efforts

Action

Independently researched how marketing on Telegram works and **best practices**



Building the Channel from Scratch

- Researched high-profile money-saving influencers on Telegram and reached out for collaborations.
- **Created a structured partnership model** for current and future collaborations.
- Briefed influencers and reviewed content. Adapted messaging and approaches to fit the specific audience of influencers
- Ensured efforts were **structured and documented** for seamless handover to the team

Taking Initiative & Creating Lasting Value

1

Full Ownership

Took **full ownership of a new marketing channel** previously unused by the company

2

Platform Expertise

Independently established familiarity with the platform and **set up a growth strategy**

3

Team Enablement

Launched collaborations and structured processes for the team to carry forward

Skills & Learnings



Innovation & Initiative

Launching a marketing channel from scratch in a new platform



Market Research

Understanding where target users are active online



Influencer & Partnership Management

Identifying and establishing collaborations



Strategic Planning

Structured partnership model & documentation for smooth team transition



Growth Mindset

Constantly seeking innovative ways to expand reach and impact