ИП Чапаев Руслан Рафаэлевич
inreallab.ru · wildgear@inbox.ru
+7 993 390-99-36 · t.me/rus_dikiy

Telegram: bots, Mini Apps, advertising
Prices 2026 · inreallab

Individual items for this technology

1.1 Landing pages and promo sites

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Enquiry notification setup (Telegram bot / e-mail)	$40 – $190	**from $75**	per setup

2.1 Web services and portals (B2B / B2C)

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Notifications: email + SMS + push + Telegram bot	$500 – $1,900	**from $440**	module

2.2 Customer accounts

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Notifications module (push / SMS / email / Telegram)	$380 – $1,500	**from $350**	module

2.4 CRM: implementing off-the-shelf systems (Bitrix24 / amoCRM) and custom builds

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Connecting WhatsApp/Telegram (open channels, Wazzup)	$65 – $250 (+ Wazzup subscription ~$15 – $20/month per channel)	**from $65**	integration

2.7 MVP in 2–8 weeks + no-code/low-code

FORMAT	TIMELINE	RUSSIAN MARKET	INREALLAB	UNIT
Scripted chatbot (Telegram/WhatsApp)	scenarios, requests, CRM integration	$750 – $3,200	**from $700**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Telegram Mini App (WebApp inside Telegram)	$1,900 – $7,500	**from $1,800**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Telegram shop bot (catalogue + cart + payment)	$750 – $3,800	**from $950**	project

2.8 Integrations and APIs

INTEGRATION	WHAT WE CONNECT	RUSSIAN MARKET	INREALLAB	UNIT
Messengers and social networks	Telegram, WhatsApp, VK	$320 – $1,500	**from $320**	each

3.1 Mobile development

APPLICATION CLASS	WHAT IT IS	RUSSIAN MARKET	INREALLAB	UNIT
Mini App (Telegram / VK / MAX)	mini-app inside a messenger; about 40% cheaper than native (design part — see 5.2)	simple $3,800 – $15,000; e-com/customer account from $7,500; game/gamification from $11,500	**simple from $4,400 / e-com from $8,800 / game from $19,000**	project

3.2 Backend

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Simple Telegram bot (notifications / FAQ / enquiries, aiogram)	$380 – $1,900 (Russian studios/freelance 2025)	**from $1,200**	bot
Telegram bot with integrations (CRM + payments + database + admin panel)	$1,900 – $7,500	**from $2,300**	bot

5.2 UX/UI interface design

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Telegram Mini App (TMA)	UX flows for the Telegram UI Kit, light/dark theming, 8–25 screens, states (development — see 3.1)	$1,300 – $5,000	**from $1,900**	project

5.5 Graphics, motion, 3D, packaging

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Telegram / WhatsApp sticker pack	$65 – $500 for a set of 15–30 stickers; animated ones cost more	**from $150**	set

6.2 Targeted advertising

PLATFORM	SETUP	MANAGEMENT
Telegram Ads	**$500** (via resellers such as eLama — no upfront deposit, pay later; first top-up from €250; direct entry to Telegram at €2m is not relevant for the client)	**$440/month + 15% on top-ups**

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Audit of a paid-social ad account (VK/Telegram)	$40 – $190	**from $100**	one-off
Telegram Ads setup via a reseller (eLama and others)	$250 – $650	**from $500**	one-off
Telegram Ads management (topic/channel selection, moderation)	$320 – $650/month and/or 10–20%	**from $440/month**	per month

6.3 Programmatic, ABM, influencers, marketplaces, seeding, video

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Seeding in Telegram/communities	CPM/ER-based selection, fraud checks, placement	test from $130, full campaign from $380 – $650	**12% of budget (min $320)**	per campaign

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
One-off placement/buy in 1 Telegram channel (selection + approval + posting)	usually a 10–20% commission/mark-up on the buy or a minimum seeding package; a standalone flat fee of $65 – $190 for 1 channel is rare	**from $65 (minimum fee / mark-up)**	per placement

7.2 SMM

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Telegram channel management	$250 – $900	**from $380**	per month
Telegram seeding (channel selection + buying + report)	$190 – $650 + budget	**from $250**	per month

7.4 Influencer marketing

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Bulk Telegram seeding (buying across 50–100 channels)	commission 10–20% of budget (or flat $650 – $2,500 + budget)	**commission from 15%**	campaign

7.5 Email and messenger marketing

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Automated funnel in Telegram / a chatbot (gamification, warm-up)	$380 – $1,500	**from $500**	project

8.1 Web analytics and end-to-end analytics

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Automated ad spend import via API (Yandex Direct, VK Ads, Telegram Ads)	$190 – $750	**from $250**	per project

→ Как начать

Бесплатный разбор задачи. До сметы — созвон и разбор: что реально нужно, что можно не делать сейчас, где деньги. По итогу — фиксированная смета, план по этапам и сроки.

- **Оплата поэтапная:** аванс 30–50%, далее по этапам; абонентские услуги — помесячно.
- **Гарантия:** устранение дефектов бесплатно 3–12 месяцев по договору.
- **Скидка за полный цикл:** сайт + маркетинг + поддержка одной командой — скидка на разработку.
- **Срочность:** +20–50% к базовой цене.
- Рекламный бюджет площадок (Директ, VK, Telegram Ads и т.д.) оплачивается площадке напрямую и в стоимость услуг не входит.
- Все цены — стартовые «от», в рублях, без НДС. Итог зависит от объёма, сложности и сроков.

ИП Чапаев Руслан Рафаэлевич · inreallab.ru
+7 993 390-99-36 · wildgear@inbox.ru · t.me/rus_dikiy

Цены в рублях, без НДС · действительны в 2026 году
Финальная смета — после бесплатного разбора задачи