

JMG

J E W I S H M A R K E T I N G G R O U P



*The Complete Guide to Advertising in the
Frum Community*

The JMG Advertising Playbook

*Strategy, channels, and a single trusted partner. A practical guide
to reaching the Jewish community where it already spends its day.*

STRATEGY FIRST ♦ EVERY PLATFORM ♦ ONE PARTNER

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WELCOME

Advertising in the frum community isn't like advertising anywhere else.

The platforms people use, the way they consume content, and the level of trust they place in a recommendation are all different from the general market. That difference is the whole reason we exist.

Success isn't about advertising everywhere. It's about advertising in the right places.

At Jewish Marketing Group, we've built our business around a simple philosophy: focus on the advertising channels that consistently produce results. Instead of overwhelming you with dozens of options, we specialize in three proven channels: WhatsApp Status, WhatsApp Groups, and Jewish print, and we manage every one of them under a single roof.

Our goal is simple: to help advertisers reach the Jewish community through the platforms they already use every day, without the friction, guesswork, and endless follow-ups that usually come with it.



With warm regards,

THE TEAM AT JEWISH MARKETING GROUP

“

Instead of advertising
everywhere, we help you
advertise in the *right places*,
the channels the frum
community already trusts
and opens every single day.

— THE JMG PHILOSOPHY

PART I

Why JMG



*Advertising shouldn't require contacting dozens of publishers,
tracking screenshots from a handful of companies, or
wondering whether your campaign ever ran. Here's the
difference one partner makes.*

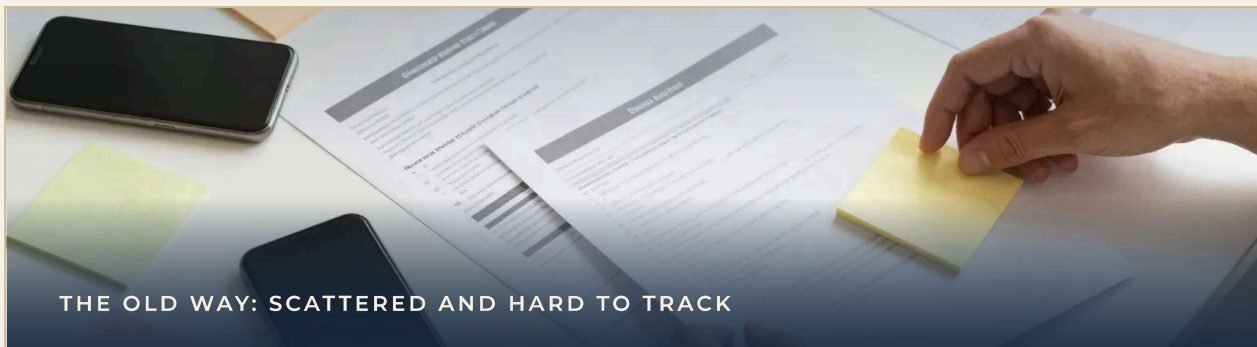
Why JMG Exists

Advertising to the frum community has always been more complicated than it needs to be.

It shouldn't require contacting dozens of publishers. It shouldn't require chasing screenshots from multiple companies. And it certainly shouldn't leave you wondering whether your campaign actually ran at all.

For most advertisers, that's exactly how it works today: a different contact for every placement, a different invoice for every network, and no single place to see whether any of it is working.

JMG changes that. Instead of working with every platform individually, you work with one partner. You share your goals once, approve one plan, and everything else happens behind the scenes. We handle the publishers, the scheduling, the proof of posting, and the reporting, so you can spend your time growing your business instead of managing your advertising.



THE OLD WAY: SCATTERED AND HARD TO TRACK

One Partner. Every Platform.

Most advertisers spend more time managing campaigns than growing their business. A single campaign can quickly sprawl into a logistics project:



JMG eliminates all of it. We become the single point of contact for your entire campaign, and consolidate everything into one clean, coordinated effort.

One relationship. One strategy. One campaign. One dashboard.

The JMG Dashboard

Every campaign is managed from one centralized dashboard. Instead of asking multiple publishers for updates and piecing the story together yourself, everything lives in a single place, updated as your campaign runs.



INSIDE YOUR DASHBOARD

CAMPAIGN STATUS

See what's live, scheduled, and completed at a glance.

ACTIVE PLACEMENTS

Every status, group, and publication your ad is running in.

REACH & VIEWS

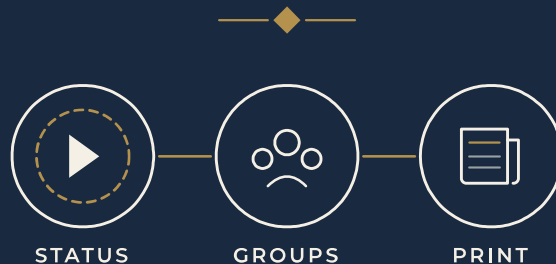
Audience size and engagement across your channels.

SCREENSHOTS & PROOF

Verified proof of posting, collected for you automatically.

PART II

Our Channels



Many agencies try to sell every advertising product imaginable. We do something different. We specialize in the three channels that consistently perform for the frum community.

Why We Focus on Three Channels

Many agencies try to sell every advertising product imaginable. At JMG, we believe something different. We specialize in the channels that consistently perform for the frum community, and we've gotten very good at them.

The result is focus. Rather than spreading your budget thin across channels that look impressive on paper, we concentrate it where the community actually pays attention.



WHATSAPP STATUS

Your business, placed directly inside the daily routine of thousands of people. Trusted, personal, and high-engagement.



WHATSAPP GROUPS

Highly targeted communities organized by shared interest and location. Your message reaches the right audience directly.



JEWISH PRINT

Still one of the strongest channels in the community, read by families every week, and a source of credibility digital alone can't match.

CHANNEL ONE

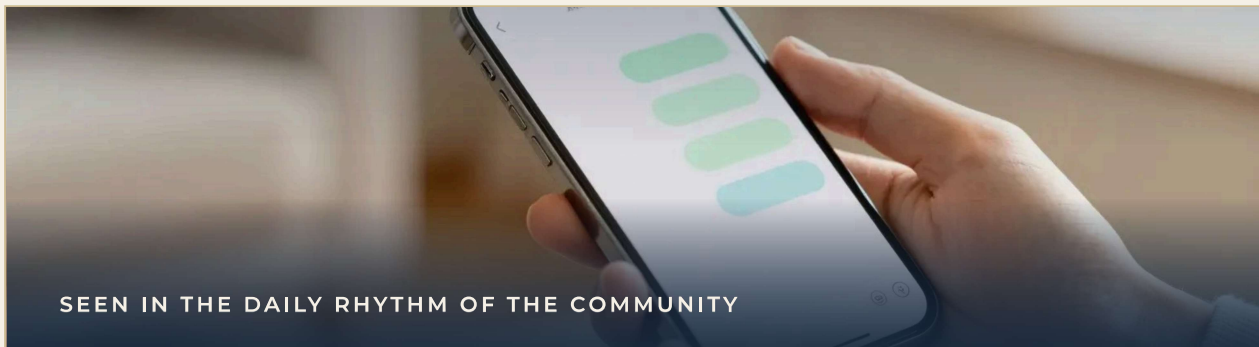
WhatsApp Status Advertising



Placed directly inside the daily routine of thousands of people.

WhatsApp Status has quietly become one of the most powerful advertising surfaces in the frum world. People check it throughout the day (between meetings, on the commute, waiting in line) the same way the general market scrolls a news feed.

What makes it so effective is the context. Your ad appears among updates from family, friends, and trusted community accounts, which lends it a personal, word-of-mouth quality that traditional advertising can't buy.



WhatsApp Group Advertising

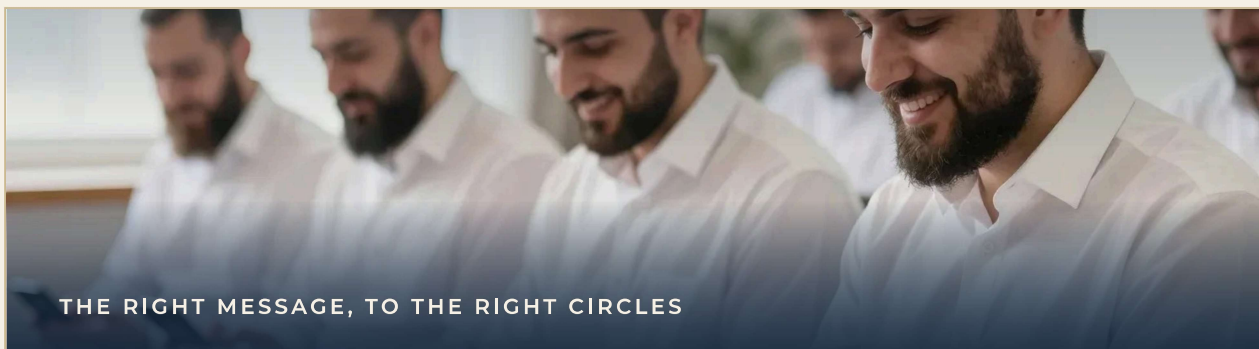


Reach highly targeted communities built around shared interests and locations.

Group advertising lets businesses reach tightly defined communities: a neighborhood, a profession, a shared interest, a specific city. Instead of hoping the right audience happens to find your message, your message is delivered straight to the audience you want.

That precision is what makes groups such an efficient use of budget. A local business can speak to its own neighborhood. A specialized service can reach exactly the people who need it. Nothing is wasted on the wrong audience.

Instead of hoping the right people find you, your message reaches them directly.



Jewish Print Advertising



The credibility of the printed page, in homes every week.

Print remains one of the strongest advertising channels in the frum community. While much of the world has moved on, Jewish families continue to read their local publications every week, over Shabbos, at the table, cover to cover.

For many campaigns, print delivers something digital advertising can't: credibility. An ad in a respected publication carries the trust of the publication itself. It signals permanence and seriousness, and it reaches readers in a calm, unhurried moment of attention.

Used alongside WhatsApp Status and Groups, print rounds out a campaign, pairing the immediacy of digital with the authority of the printed page.



CREDIBILITY THAT LIVES IN THE HOME ALL WEEK

PART III

How We Work



Great marketing is never a single campaign. It's a process of strategy, launch, measurement, and continuous improvement.
It's also a promise we make to every client.

Our Process

Every JMG campaign follows the same disciplined path, from understanding your business to refining the next campaign. Here's how it works.

1

Campaign Strategy

We start by learning about your business, your goals, and your audience, because the right plan begins with the right questions.

2

Media Planning

We recommend the best combination of channels for your objective and budget, drawing on what consistently works in the community.

3

Campaign Launch

Your campaign is scheduled and deployed across the selected platforms, coordinated by us, from a single point of contact.

Our Process, Continued

4

Performance Tracking

Your dashboard updates with placements, screenshots, reach, and performance metrics, so you always know exactly what your campaign is doing.

5

Optimization

We analyze what worked, then recommend how to improve future campaigns. Every round teaches us how to make the next one stronger.

“

Great marketing is never one campaign. It's *continuous improvement*.

Our Promise

Every recommendation we make is measured against a single question: will this help our client achieve the best possible return on investment? If the answer isn't yes, we don't recommend it.

Our commitments to you

- ✓ **Honest recommendations:** advice built around your ROI, not our margins.
- ✓ **Fast turnaround:** campaigns that move at the speed of your business.
- ✓ **Premium customer support:** a real partner, reachable and responsive.
- ✓ **Centralized reporting:** one dashboard, one clear picture.
- ✓ **Maximum ROI:** every dollar directed to where it performs.
- ✓ **Long-term partnerships:** we grow when you grow.

Why Businesses Choose JMG

Because managing multiple advertising platforms is exhausting, and it doesn't have to be.

Our clients come to us for a few simple reasons, and they stay for the same ones.

- ✓ One dashboard is easier than ten separate conversations.
- ✓ Strategy matters, and we lead with it, every time.
- ✓ The right channels outperform simply buying more advertising.
- ✓ One partner who owns the outcome, from plan to proof.

In the end, the choice is between complexity and clarity. JMG exists to give you the second: a single, trusted relationship that turns advertising from a chore into an advantage.



OUR MISSION

To become the advertising partner *trusted by every business, organization, and creator* serving the frum community.

By simplifying advertising, we help businesses spend less time managing campaigns, and more time growing.

JEWISH MARKETING GROUP

THE NEXT STEP

Ready to Launch?

Whether you're promoting a local business, launching a new product, growing a nonprofit, advertising an event, or building a national brand, Jewish Marketing Group is ready to help.

- ♦ *Promoting a local business*
- ♦ *Launching a new product*
- ♦ *Growing a nonprofit or mosad*
- ♦ *Advertising an event*
- ♦ *Building a national brand*

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One Partner. **Every Platform.**

JMG

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