

A BEGINNER'S GUIDE

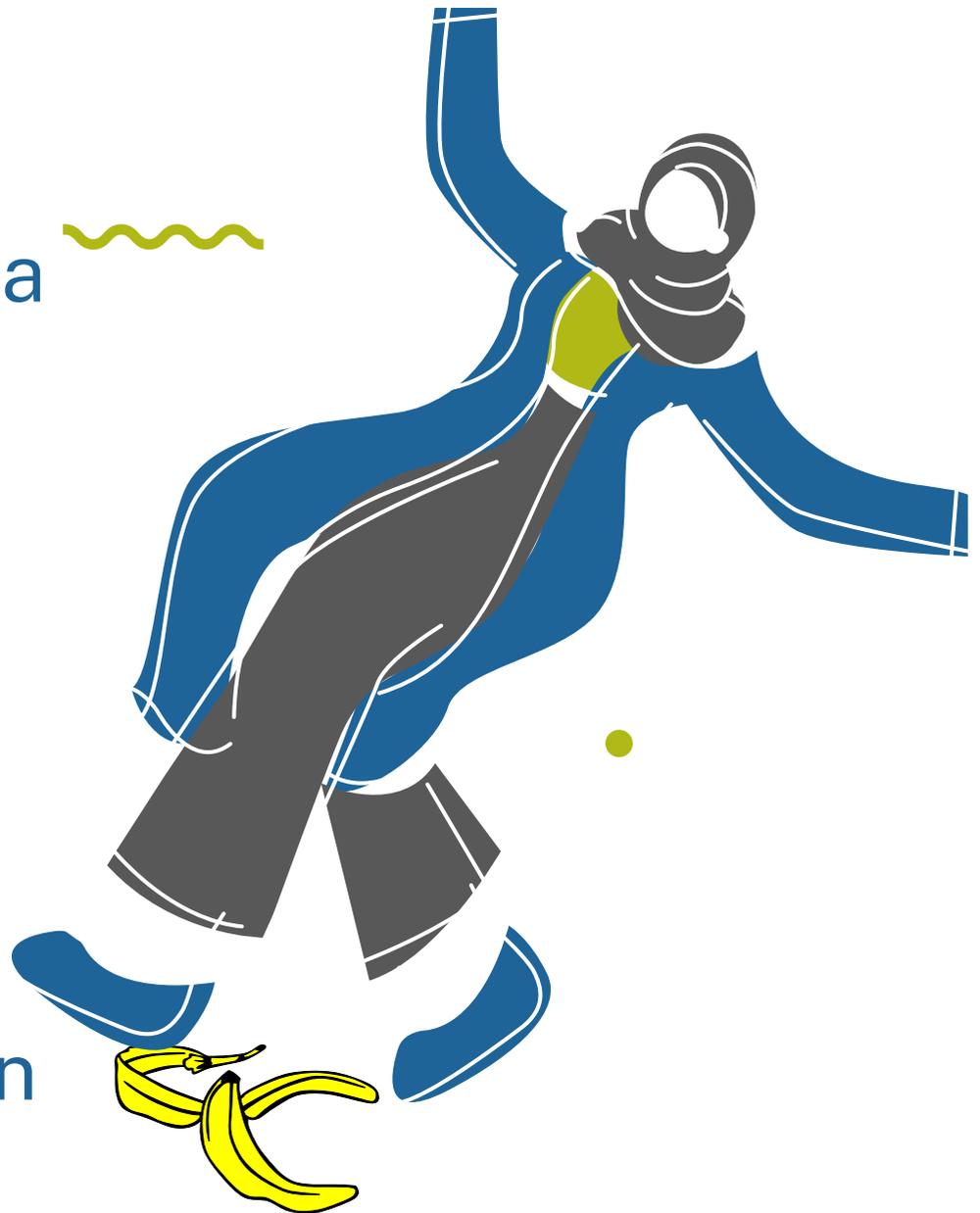
# How to Choose the Right Muslim Marketing Agency



# Don't Slip - Get it Right!

The web knows many Muslim or Islamic marketing agency websites and social media accounts that are abandoned.

Not everyone who is a Muslim and happens to know marketing can deliver on their promises. It's vital for you to read on and make use of the following tips when choosing your Muslim marketing agency.

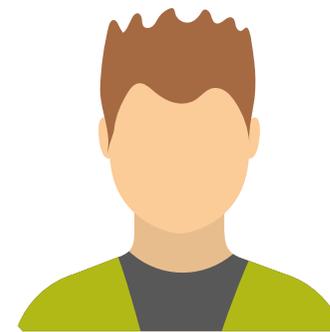


# Knowledge

Make sure that the agency has a thorough knowledge of the composition of the Muslim consumer market. The Muslim market is made up of people from all ethnic backgrounds, and when we say “all” we mean “ALL”!

Muslims are also of different religiosity levels.

This is huge! Get this right, and you are off to a great start!



# Align on Muslim Consumer Profiles

Not all Muslim consumers are the same. Just because they all share the same religion it does not mean they have the same buyer behavior and attitude towards brands, products, and services.

Your Muslim marketing agency must have an in-depth knowledge of the ideal Muslim consumer that you want to target.



# Learn Everything About the Agency

A solid partnership is based on common values. Think of corporate cultural beliefs; are their's aligned with yours?

This is so important when selecting a Muslim marketing agency. Given the sensitive nature of the work, you must agree on every aspect of the project.

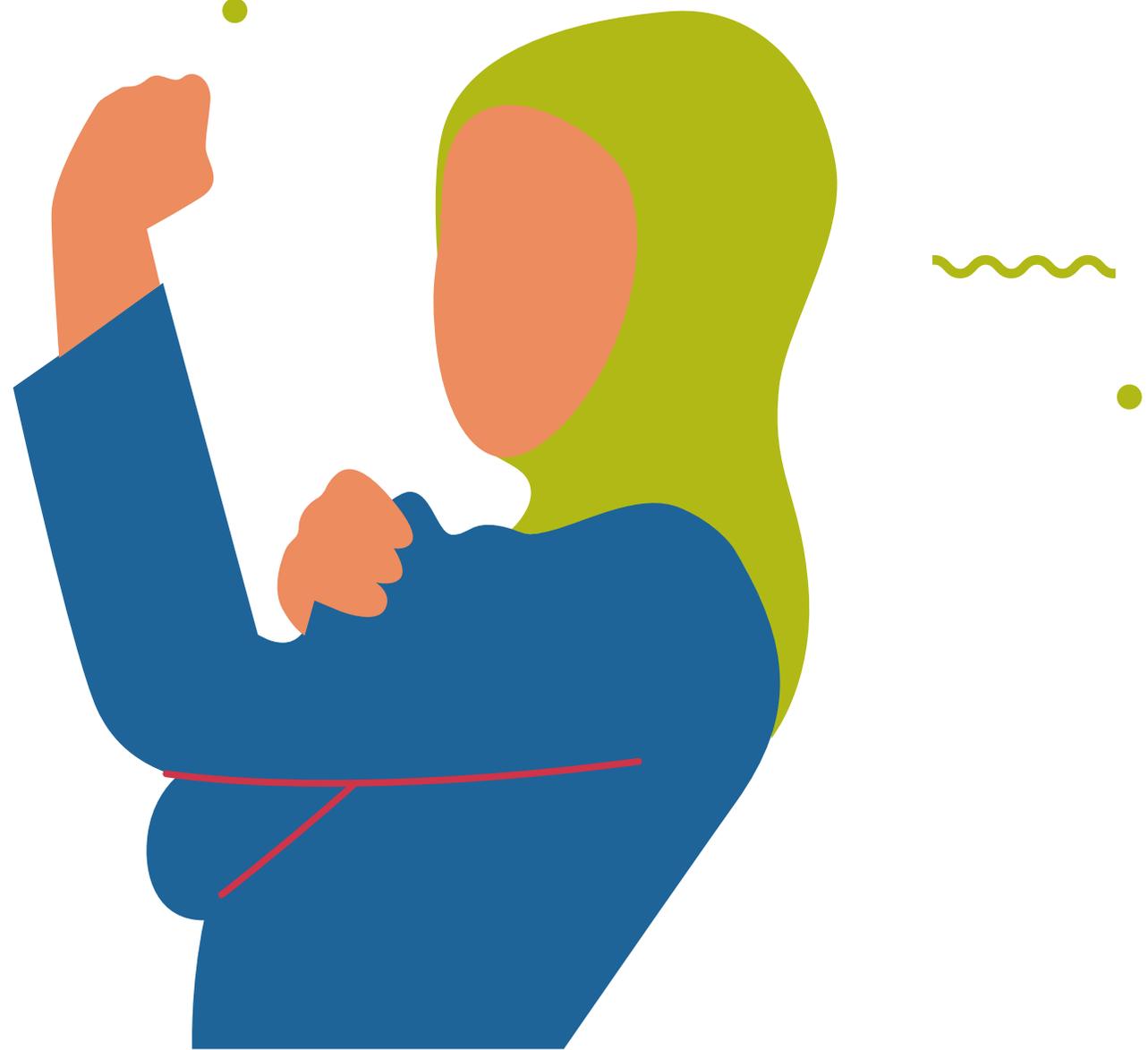


# Go for Diversity

If you hire a Muslim marketing agency you need to make sure that they have a team of Muslims from diverse backgrounds.

If you hire an agency that is made up only of, for instance, Indonesian Muslims, your brand, business, or organization will be advertised to Muslims from an Indonesian Muslim perspective.





First impressions are everything, and in today's cancel culture, first impressions are more important than ever.

Choose an agency that offers you the right balance.

# Thank You

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Contact Us

**[sales@muslimadnetwork.com](mailto:sales@muslimadnetwork.com)**

