



CULTURE CODE

Shaping a company we believe in.



WHAT IS CULTURE?

NOUN | CUL·TURE | \ˈKƏL-CHƏR

THE SET OF SHARED ATTITUDES, VALUES, GOALS, AND PRACTICES THAT CHARACTERIZE AN INSTITUTION OR ORGANIZATION

WHAT IS A CULTURE CODE?

NOUN | CUL·TURE CODE | \ˈKƏL-CHƏR\ \ˈKŌD

AN OPERATING SYSTEM THAT POWERS AN INSTITUTION OR ORGANIZATION

WHY CARE ABOUT CULTURE?

INC. MAGAZINE “BEST PLACES TO WORK 2022”

Culture is a feeling of being surrounded by people who have your back. It's not just about an employee's output at work; it's about taking a holistic approach to investing in your employees. Our culture invests in the entire employee's well-being, and we measure success with a happiness/joy index. Does it feel good to be a part of the team? Do employees feel inspired and encouraged to grow? A strong culture is one that shows employees they are supported and encouraged to be their best selves physically, mentally, and spiritually.

CULTURE IS TO RECRUITING AS PRODUCT IS TO MARKETING. (SOURCE: CULTURECODE.COM)

46% OF JOB SEEKERS CITE COMPANY CULTURE AS VERY IMPORTANT WHEN CHOOSING TO APPLY TO A COMPANY. (SOURCE: JOBVITE)

DISENGAGED EMPLOYEES COST U.S. COMPANIES UP TO \$550 BILLION PER YEAR. (SOURCE: THE ENGAGEMENT INSTITUTE)

A CULTURE THAT ATTRACTS HIGH TALENT CAN LEAD TO 33% HIGHER REVENUE. (SOURCE: GALLUP)





Company culture and employee expectations have evolved significantly over the years.

In the past, cultures were often dictated from the top down, with little input from employees. Today, in 2024, there is a greater emphasis on inclusivity, collaboration, and employee well-being.

Employees now seek workplaces where they feel valued, heard, and empowered to contribute to the company's success.

A well-defined culture code helps bridge the gap between traditional corporate structures and the modern, employee-centric workplace, ensuring that our culture remains relevant and inspiring.

cul·ture code | \ 'kəl-chər \ \ 'kōd \

The needs and desires of employees have changed dramatically over the years.

Today's workforce values flexibility, diversity, and a sense of purpose in their work. Employees want to be part of organizations that not only value their contributions but also support their personal growth and well-being.

By establishing a culture code, we create a framework that celebrates who we are and outlines who we aspire to be, ensuring that we meet the evolving needs of our employees while staying true to our core values.



NOW MARKETING GROUP is creating a culture code to celebrate who we are today and who we aspire to be in the future.

This code will serve as a living document, reflecting our shared values and guiding us as we grow and evolve together. By clearly defining our culture, we can celebrate our achievements, learn from our challenges, and continue to strive for excellence.

This culture code is not just a set of rules; it's a commitment to creating a workplace where everyone feels **VALUED + EMPOWERED + INSPIRED** to do their best work.



IN THE HEART OF EVERY BUSINESS LIES A STORY,
A VISION FOR THE FUTURE WRITTEN LONG BEFORE
ANY TRANSACTION TAKES PLACE.

GREAT BUSINESSES ARE FOCUSED ON CULTURE,
LED BY THEIR VISIONARIES WHO TRULY GET THE
POWER OF RELATIONSHIPS.

BUILT ON A FOUNDATION OF PASSION, INTEGRITY,
AND HARD WORK.

AT TIMES IT SIMPLY TAKES A PARTNER THAT
ALIGNS WITH THEIR IDEALS, MIRRORING THEIR
WILLINGNESS TO DO THE WORK NECESSARY TO
DRIVE THEIR VISION INTO REALITY.

CHOOSING TO DO WHAT'S RIGHT, NOT WHAT'S
EASY.

BRANDS ARE FELT LONG BEFORE THEY ARE SEEN.
WE'RE DEFINED BY RELATIONSHIPS WITH THE
COMMUNITY, CLIENTS, AND THE TEAMS WE SERVE.
TOGETHER WE GENERATE THE IDEAS THAT GET
PEOPLE TALKING AND THE RESULTS THAT KEEP
YOUR BUSINESS GROWING.

"WE ARE FUELED BY RELATIONSHIPS. DRIVEN BY
RESULTS. AND A CATALYST FOR CREATIVITY"
TOGETHER, WE ARE NOW MARKETING GROUP. YOUR
PARTNERS IN DIGITAL.

Our Company Manifesto + Values

OUR CORE VALUES:

RELATIONSHIPS FIRST: WE BELIEVE IN THE POWER OF GENUINE CONNECTIONS. RELATIONSHIPS ARE THE HEART OF OUR BUSINESS, AND WE PRIORITIZE BUILDING AND NURTURING MEANINGFUL CONNECTIONS WITH OUR COMMUNITY, CLIENTS, AND TEAM MEMBERS. BUILDING A MINDSET OF CO-CREATING, COLLABORATION, AND CHEERING ONE ANOTHER ON.

BRAINS OVER BUDGET: WE VALUE INTELLIGENCE, CREATIVITY, AND INNOVATION OVER MONETARY RESOURCES. WE FOCUS ON STRATEGIC THINKING AND LEVERAGING OUR EXPERTISE TO DELIVER EXCEPTIONAL RESULTS FOR OUR CLIENTS.

INTEGRITY ALWAYS: DOING THE RIGHT THING IS NON-NEGOTIABLE FOR US. WE OPERATE WITH HONESTY, AUTHENTICITY, AND TRANSPARENCY IN ALL OUR INTERACTIONS, BOTH INTERNALLY AND EXTERNALLY.

EVERY STORY MATTERS: WE BELIEVE THAT EVERYONE HAS A UNIQUE STORY WORTH TELLING. WE STRIVE TO AMPLIFY THESE STORIES, REGARDLESS OF WHERE THEY COME FROM, BY PROVIDING A PLATFORM FOR VOICES TO BE HEARD.

Our
Company
Manifesto
+ Values

LONG-TERM PARTNERSHIPS: WE ARE COMMITTED TO BUILDING LONG-TERM RELATIONSHIPS WITH OUR CLIENTS, SERVING AS AN EXTENSION OF THEIR BUSINESSES. OUR SUCCESS IS MEASURED BY THE SUCCESS AND SATISFACTION OF OUR PARTNERS. LOYALTY AND LONGEVITY FUEL US.

WORD OF MOUTH IS KEY: WE BELIEVE IN THE POWER OF WORD-OF-MOUTH MARKETING AS THE MOST EFFECTIVE LEAD GENERATION STRATEGY. WE PRIORITIZE DELIVERING EXCEPTIONAL SERVICE AND RESULTS THAT NATURALLY GENERATE POSITIVE REFERRALS.

VIP TREATMENT: WE TREAT EVERY CLIENT LIKE A VIP, PRIORITIZING THEIR NEEDS, GOALS, AND SATISFACTION ABOVE ALL ELSE. OUR CLIENTS ARE NOT JUST BUSINESS TRANSACTIONS; THEY ARE VALUED PARTNERS WITH UNIQUE CHALLENGES WE ARE DEDICATED TO SOLVING.

QUALITY CONVERSATIONS: WE FOCUS ON MEANINGFUL CONVERSATIONS AND CONNECTIONS, RATHER THAN SUPERFICIAL METRICS LIKE LIKES OR FOLLOWERS. QUALITY ENGAGEMENT IS OUR PRIORITY, LEADING TO DEEPER RELATIONSHIPS AND GREATER IMPACT.

Our
Company
Manifesto
+ Values

PEOPLE FIRST: WE PRIORITIZE THE NEEDS AND WELL-BEING OF OUR TEAM MEMBERS AND CLIENTS. WE BELIEVE IN FOCUSING ON THOSE WHO GENUINELY CARE AND SUPPORT US, FOSTERING A CULTURE OF EMPATHY, RESPECT, AND MUTUAL SUPPORT.

AUTHENTICITY DRIVES SUCCESS: AUTHENTICITY IS AT THE CORE OF EVERYTHING WE DO. WE BELIEVE IN BEING GENUINE, TRANSPARENT, AND TRUE TO OURSELVES AND OUR BRAND, BOTH ONLINE AND OFFLINE.

CREATING A CULTURE OF PSYCHOLOGICAL SAFETY: WE BELIEVE THAT THE MOST INNOVATIVE AND SUCCESSFUL BRANDS ARE ONES THAT EMBODY AN ENVIRONMENT OF PSYCHOLOGICAL SAFETY..AND WHEN WE SAY TALKING BEHIND YOUR BACK- IT'S BRAGGING BEHIND YOUR BACK AND CHEERING YOU ON.

NURTURING THE CORE OF PERSON: WE BELIEVE IN NURTURING WHAT MAKES YOU YOU. CULTIVATING SPACE FOR TEAM MEMBERS TO FEEL SAFE, VALUED, AND HEARD WITH THE UNDERSTANDING THAT CREATIVITY AND SPREADING DELIGHT START FROM WITHIN. WE BELIEVE WHEN YOUR TEAM FEELS SUPPORTED THEY BECOME YOUR BIGGEST CHEERLEADERS.

NOW MG - SPECIALIZING IN RELATIONSHIP MARKETING THAT'S FOCUSED ON TURNING CUSTOMERS INTO ADVOCATES.

Our
Company
Manifesto
+ Values

WE BELIEVE THAT

CULTURE

IS THE LIFEBLOOD OF ANY

BRAND



Culture is the underlying fabric of a brand,
always on display!

At the heart of ours? **CARE** (Our True North)

We like to measure culture by how our team feels when they
interact with each other.

It's been built into our NOW Marketing Group walls since day
one- it's who we are and how things get done because our
greatest strength comes from our teams' most important asset
– themselves!

We refer to ourselves as the Avengers because we're a team of
superheroes; each individual has their own unique zone of
genius and when we come together with a shared goal, we truly
are unstoppable.

**SUPPORT.
TEAMWORK.
PASSION.
CREATIVITY.
DEDICATION.
AGILITY.
EMPOWERMENT.**

Who Makes Up Our Company

Our Founder

Jessika Phillips - Founder of NOW Marketing Group
Known as the Queen of Relationship Marketing, Jessika is on a mission to redefine corporate America and create something she wants to be part of. Jessika founded NOW Marketing Group in 2010 with only a laptop and a vision to give people with hearts an upper hand. NOW Marketing Group was recognized as Inc. Best Places to Work 2022, is a Forbes-recognized Agency Partner, Partnered with Facebook, and Google, and is a certified inbound partner with Hubspot.

NOW Marketing Group works with more than 100 clients across the United States and beyond, choosing to serve – not sell. Jessika lives by a personal mission of helping inspire people to love more, give more, and be more through authentic relating, and that doing what's right, not what's easy, can turn a vision into a profitable agency that produces results.

Named as one of the top global rising stars in social media to watch, Jessika is one who leads genuinely, passionately and by example in all she does. From humble beginnings to growing a million-dollar agency and international speaking career, she's not only someone you want to watch but someone you want to learn from and build a relationship with because she leads from the heart.



JESSIKA PHILLIPS

PRESIDENT- NOW MARKETING GROUP

Who Makes Up Our Company



Our Team

Who Makes Up Our Company

Our Team

6

STATES

9

CITIES

2

COUNTRIES

6+

FOCUS
SOLUTIONS

∞

TALENT

NOWMg STANDARDS OF CONDUCT

NOW Marketing Group strives to create an exciting, challenging, and rewarding work environment that allows you to flourish.

As a dynamic company, we offer many career opportunities. We want you to build a long and successful association with NOW Marketing Group and be a happy and productive member of our team. Through your dedication, creativity, perseverance, and efforts, we will all grow!

NOW Marketing Group Inc. endeavors to maintain a positive work environment. Each employee plays a role in fostering this environment. Accordingly, we all must abide by certain rules of conduct, based on honesty, common sense, and fair play.

- Maintain confidentiality and do not engage in workplace gossip or disclose confidential information.
- Avoid social media posts that reflect poorly on the company or its clients, including promoting competitors or speaking negatively about team members, clients, or associates.
- No fighting, threats, or other actions that disrupt the work of others.
- Comply with the company's Workplace Violence Policy.
- Follow the Harassment and Equal Employment Opportunity Policies.
- Demonstrate a positive attitude toward coworkers, supervisors, and clients.
- Do not engage in insubordination towards a supervisor.
- Refrain from workplace gossip or poor judgment about team members, clients, or associates.
- Respect the company's Communication Policy.
- Maintain professionalism and avoid negative or destructive behaviors.

HOW WE PRIORITIZE TEAM DEVELOPMENT + WELLNESS

TEAM MEMBER DEVELOPMENT

People First: We prioritize the needs and well-being of our team members and clients. We believe in focusing on those who genuinely care and support us, fostering a culture of empathy, respect, and mutual support.

We're building a culture at NOW Marketing Group where you can grow your skills and career.

We believe in mentoring and nurturing the talent of our team.

**LEADERSHIP
TRAINING**

**PERSONAL
DEVELOPMENT
TRAININGS**

SEMINARS

**TEAM
LEVEL UP
CHALLENGES**

HOW WE PRIORITIZE TEAM DEVELOPMENT + WELLNESS

TEAM MEMBER WELLNESS

We're building a culture at NOW Marketing Group that promotes happy, healthy Team Members.

Self-care, Rest, Nutrition, and Mental Health are pillars of NOW's wellness initiatives. We offer a variety of programs, benefits, perks, and coaching to support our team on their journey to being the best version of themselves.

**MYDAY
MY WAY**

**FLEXIBLE
SCHEDULE**

**HEALTH
BENEFITS**

**TEAM
WELLNESS
CHALLENGES**

WHY PEOPLE LOVE WORKING HERE



"The freedom to do what I do best, become better at it, and not be micromanaged along the way. Also having a team that is full of smiles and laughs makes every situation fun."

GEORGE WHITCHER
WEB TEAM LEADER



The NOW Team is one of the best teams I have worked for. In my position, I'm encouraged to develop new skills and given the resources to do so which is critical in the ad world. I never feel like I am clocking in for work- I really feel like I'm doing something I love and have the freedom to keep learning which is critical in the paid ads world.

JOANNA TORONTO
ADVERTISING MANAGER



I love working with NOW Marketing Group because it has provided me with incredible opportunities for career growth. During my time with the company, I have had the privilege of working with a wide range of industries, which has significantly expanded my knowledge of the market. Jessika's trust in me from day one has profoundly impacted my development as both a professional and an individual.

ANDRES MEDINA
SENIOR RELATIONSHIP MARKETING STRATEGIST

WHAT WE'RE KNOWN FOR



Personality, Fun, Sarcastic, Hands-on, Loyal, Empathetic, We CARE, Give Back, Relationship focused, Creative, Honest and Authentic,

Tenacious, Decisive & Solution-Focused, Engaged, Community-Focused, Happy, Team-Focused, Leaders, Best at What We Do, Confident, Effective, Adaptable, Consistency, Experts, Honesty.

Making business the way it's intended- through genuine relationships built by brands that care for their clients, Making relationships at the forefront of business and marketing, Relationships with the team, clients, community, and beyond, By simply showing up we can create cultures people want to be part of.

YOU ANSWER THE PHONE/**RESPONSIVE**
YOU **CARE** ABOUT WHAT YOU'RE DOING
AND WHAT WE DO THEN TAKE **ACTION**
YOU'RE **HELPFUL** LOVE THE **IDEAS!** HELPED
ME **TELL A STORY** DO WHAT YOU THINK IS
BEST HELPED MAKE IT **CLEAR** AND I GET
EXCITED ABOUT MY BUSINESS AGAIN
THANK YOU FOR MAKING MY VISION
BECOME MY **RESULTS** BY EXECUTION YOU
HAVE AN EYE FOR **QUALITY** YOU ARE THE
EXPERTS SEE THE **VISION** WE **TRUST** YOU
WE HAVE COMPLETE **FAITH** WE CAN
COUNT ON YOU. YOU GUYS **CARE**. YOU
WERE THE FIRST COMPANY TO ACTUALLY
FOLLOW THROUGH ON WHAT YOU
PROMISED **BEST** ONBOARDING MOST
PROFESSIONAL THANK YOU FOR MAKING
IT EASY! YOU GUYS HAVE THOUGHT OF
EVERYTHING I FEEL SO **COMFORTABLE**
WITH YOU GUYS SOOOO MUCH BETTER
THAN WHAT WE VISUALIZED SO
RELATABLE - REAL



What
they're
saying
about us.

Investing in company culture is investing in **people**.

It's about creating an environment where **everyone** can do their best work.



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