



# MANIFESTO





# The SmallBox Manifesto

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We are **PASSIONATE ABOUT WEB MARKETING** because we know it works.

We **LOVE TO SOLVE PROBLEMS** and believe that finding the right solution requires diligent curiosity and creativity.

We do our best work when we **PARTNER** with other believers.

**COLLABORATION AND TEAMWORK** are in our DNA.

We lead with **LISTENING, UNDERSTANDING** and *then* **RECOMMENDING**.

# VISION

- ⋮ To be the **MOST EFFECTIVE WEB MARKETING TEAM** anywhere.
- ⋮ To stay small while **OFFERING BIG SOLUTIONS**. To have two virtual lines outside the door of our Broad Ripple offices.
- ⋮ In one line we have every ideal SmallBox client waiting to get on our schedule. In the other line we have every perfect SmallBox employee waiting for an opening on the team.

# MISSION

- ⋮ To provide **EFFECTIVE SOLUTIONS** for worthy businesses and organizations. To provide ourselves with **MEANINGFUL WORK IN A FUN, COLLABORATIVE ENVIRONMENT**. To pursue and realize our own ideas whenever possible. To have a **POSITIVE IMPACT IN OUR COMMUNITY** with a focus on music, arts and culture.



# WHO WE ARE

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We are a team that **LOVES SOLVING PROBLEMS**. We look to grow everything we touch. We believe that work is life and life is work, and there is no need to separate them. We believe in **BEER FRIDAYS**. We believe everyone should take regular, real vacations. We believe **WORK DOESN'T HAVE TO BE STRESSFUL**. We know we do our best work when we are focused, loose and having fun. We all come from different backgrounds and **WE LOVE WHAT EACH PERSON BRINGS TO OUR CULTURE**.

**Together we form a unique, creative whole.**

# HOW WE WORK

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*That sense of urgency we mention? Often fueled by caffeine.*



We play well with others. We **THRIVE ON INTERACTION** with our clients, partners and with each other. Our goal is to create a “fail safe” environment at SmallBox. A place where **GREAT PEOPLE CAN DO BIG THINGS**, knowing that everyone has their back. When we fail, we learn, adjust and keep moving. We look for passion, focus and a sense of urgency in our team members. **MOMENTUM CANNOT BE OVERVALUED**. Trust must be continually earned. Quality is fixed, quantity is the variable. Expectations are routinely set and then reset as needed. **WE DON'T AVOID HARD CONVERSATIONS** and all of us hold each team member accountable.

# WHAT WE DO

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We use the web to **GROW BUSINESSES AND ORGANIZATIONS**. The special sauce is how we get our results. This starts with really getting to know our clients. This means understanding their fundamentals — what they are selling or providing, who their audiences are and what actions they want them to take. Then we make recommendations based on **YEARS OF EXPERIENCE AND EXPERTISE**. We are solutions agnostic in the sense that we look to recommend the right solutions, not just our solutions.

*Our team in action.*



# OUR NAME

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**Why call a company SmallBox?**

**What's up with that?**

**Do you guys sell boxes?**

**Ok, here's the deal.**

Back in late 2005 when our CEO, Jeb Banner, was thinking of what to call his new business, he took a walk. Jeb, a certified music lover, brought along his iPod. He started thinking about how his entire music collection could fit in this, uh, small box. He thought about how his phone, even in 2005, was more powerful than the super computers of 30 years ago. This is where everything is going — **SMALLER, FASTER, BETTER**. He **ENVISIONED AN AGILE TEAM** with low overhead that could do **IMPRESSIVE AND EFFECTIVE WEB DESIGN, DEVELOPMENT AND MARKETING WORK** — SmallBox.

One of the many ways we show team spirit: We give shoe-fives!



Bikes on the SmallBox Roof Top Bike Rack

# CORE VALUES

# CREATIVITY

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To solve any problem you need creativity. You have to pull that **BIG IDEA** idea out of the clouds, pitch it, defend it, change it and then realize it.

Every marketing problem requires **CREATIVE PROBLEM SOLVING**. Even the most common ones.



Musée de Bobby Pin



A photograph of a green plant in a white pot against a green wall. The plant has long, slender leaves and is positioned on the left side of the frame. The wall is a vibrant green color. A white electrical outlet is visible on the wall near the bottom right. The word "RESULTS" is written in a white, stylized, hand-drawn font across the top of the green wall.

# RESULTS

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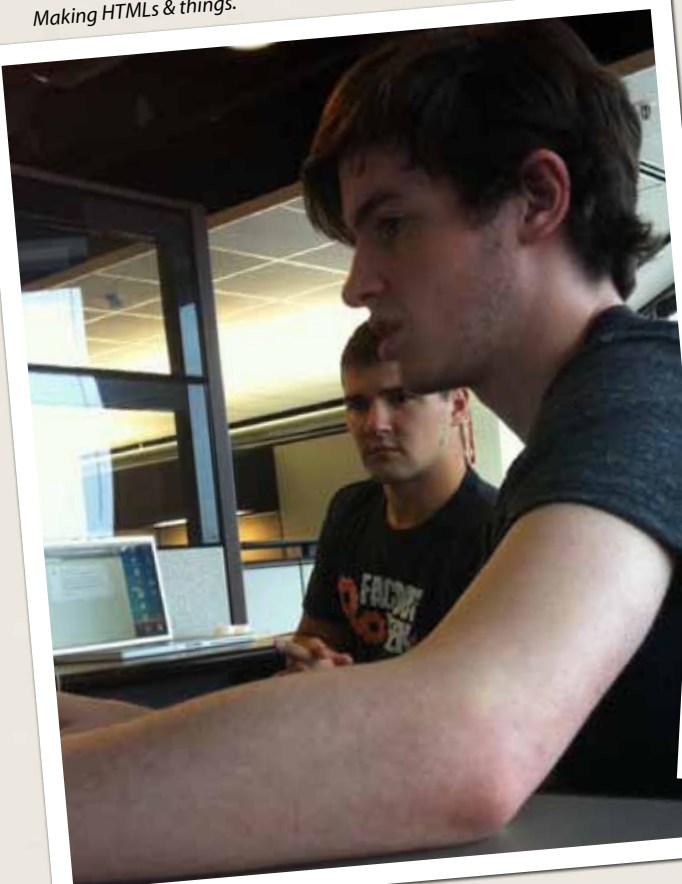
We are a **RESULTS-FOCUSED** business. We know that is why our clients have come to work with us and that is why they stay with us — we get them results. We simply don't take on projects if we aren't confident we can create results.

# COLLABORATION

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We are a collaborative team. We work well with others and **ENJOY PARTNERING** with clients and agencies. We hold each other accountable with a focus on constant improvement and growth. **CREATIVITY LAYS THE FOUNDATION, COLLABORATION BUILDS THE SOLUTION.**

*Making HTMLs & things.*



*All good things start with a plan.*



# COMMUNITY

We are **FIERCELY PASSIONATE** about Broad Ripple and our fair city of Indianapolis. Community involvement and giving back are ingrained in our business. In particular, we want to see **BROAD RIPPLE** become a hub for web and tech companies.



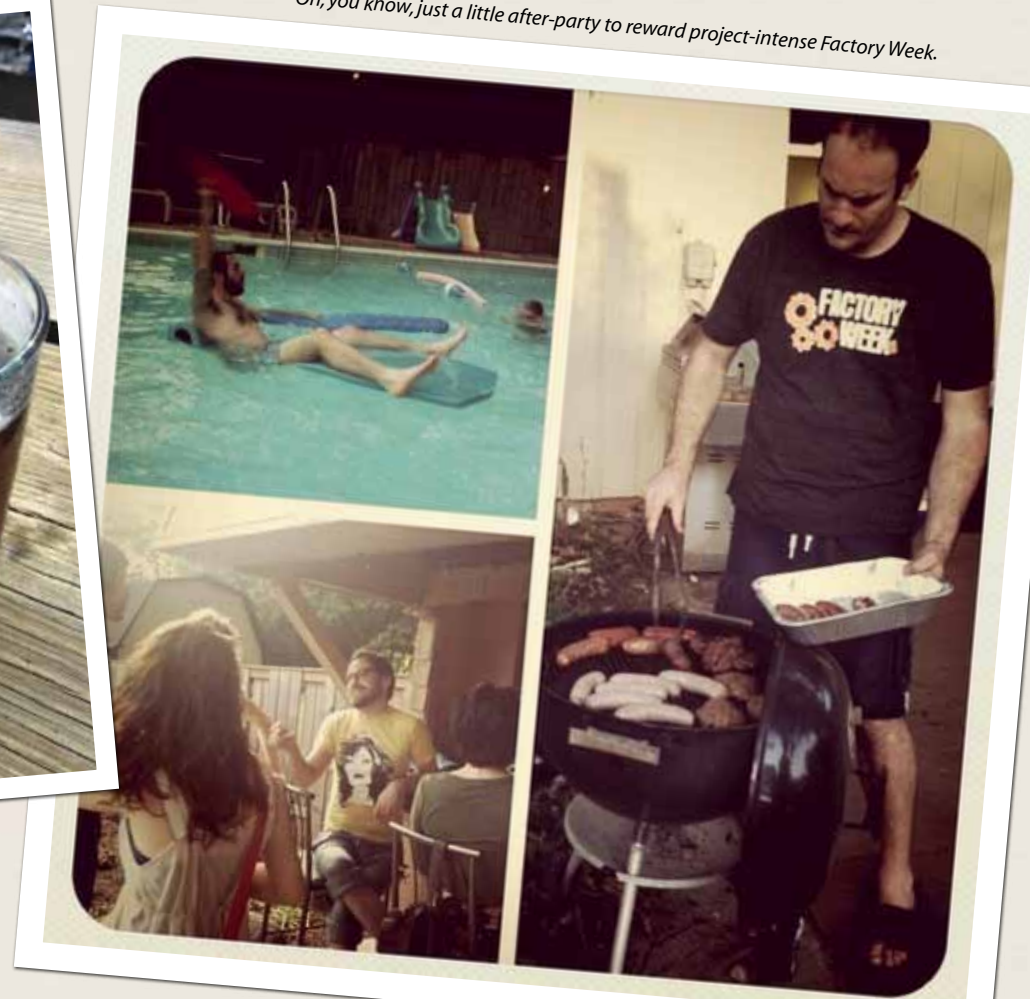
# FUN

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Not a day goes by that we don't make each other **LAUGH** and we think that's one of the best things about working together. That, and **BEER FRIDAYS**.



*Oh, you know, just a little after-party to reward project-intense Factory Week.*



# CURIOSITY



We believe in **DILIGENT AND PERSISTENT CURIOSITY**. Curiosity means going the extra mile on a gut feeling, uncovering an opportunity.

Everyone at SmallBox, from intern to CEO, knows they can, and should, ask **"WHY?"** whenever they feel the need.



A bouquet of flowers, including purple lilies and a red rose, is arranged in a dark blue ceramic vase. The vase sits on a light-colored wooden surface against a light green wall. The word "GROWTH" is written in a blue, hand-drawn, sketchy font above the vase.

# GROWTH

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Bob Dylan said it best:  
"He not busy being born is busy dying".

We believe in **CONSTANT, CONTINUAL GROWTH**. SmallBox is populated with lifelong growers.

**WE WILL NEVER BE FINISHED.**



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US! ➔

  
**@SmallBox**