



THE Book of Lists 2014-15

advertising & media 25

THE LIST

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SOCIAL MEDIA MKTG-CONSULTING FIRMS

Ranked by number of employees working in social media

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CLOSER LOOK

664

Employees of the 27 firms listed here who are working in social media

1,085

Total number of employees working for the 27 firms listed on this page

LARGEST TWITTER FOLLOWER TOTALS*

- @ZOGDigital 22,342
- @StringCanAgency 16,164
- @PHX_Marketing 7,233
- @ZionandZion 4,852
- @VerticalMeasure 4,584
- @OHMadisonAve 4,277
- @McMURRYTMG 3,829
- @RIESTERAgency 3,783
- @SitewireAgency 2,750
- @workwiththis 2,515

ABOUT THE LIST

Information was obtained from firm representatives through email surveys and could not be independently verified by the Phoenix Business Journal. Only those responding to our inquiries are listed. In case of ties, companies are listed alphabetically. * - As of Jan. 28, 2014.

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WANT TO BE ON THE LIST?

If you wish to be surveyed when The List is next updated, or if you wish to be considered for other lists, email your contact information to Dale Brown at dbrown@bizjournals.com

Rank	Company name / 2013 Ranking Website	Address Phone	# of local employees working in social media Total # of local employees	Social media revenue as percentage of total revenue	Company Twitter handle Facebook page	Partial list of clients	Top local executive Years handling social media/SEO
1	Arrowhead Advertising (4) www.arrowheadad.com	16155 N. 83rd Ave., Ste. 205 Phoenix 85022 602-979-3000	65 85	65%	@arrowheadAd facebook.com/ArrowheadAdvertising	Hyundai Motor America, Sears, Chevrolet and Buick, Nationwide Nissan, esopex, Peoria Sports Complex	Kyle Eng kyle@arrowheadad.com 9
2	LaneTerraLever (2) www.laneterralever.com	733 W. McDowell Road Phoenix 85007 602-259-5263	56 110	21%	@LaneTerraLever facebook.com/laneterralever	Arizona Lottery, Time Warner Cable, Fox Restaurant Concepts, HomeVest Aerospace	Boua Laine, Chris Johnson 10
3	Off Madison Ave (4) www.offmadisonave.com	5555 E. Van Buren St., Ste. 215 Phoenix 85008 480-505-4500	48 50	10%	@OffMadisonAve facebook.com/offmadisonave	Mike, Arizona Office of Tourism, CVS Caremark, City of Palm Desert	David Anderson, Mike Harne, Roger Hurni 9
4	Vertical Measures (18) www.verticalmeasures.com	4545 E. Shea Blvd., Ste. 100 Phoenix 85028 908-476-1381	40 40	DND	@VerticalMeasure facebook.com/verticalmeasures	DND	Annie Eisen, Chris Burt 6
5	The Lavidge Co. (5) www.lavidge.com	2777 E. Camelback Road, Ste. 300 Phoenix 85016 480-989-2600	36 74	15%	@Lavidge facebook.com/LavidgeCompany	Cable ONE, Clive Casular, Phoenix International Raceway, JM Marriott Desert Ridge	Stephen Heitz stephen@lavidge.com 8
5	Zion & Zion (3) www.zionandzion.com	432 S. Farmer Ave. Tempe 85281 480-751-1007	36 36	24%	@ZionandZion facebook.com/ZionandZionAgency	Childhelp, DWS Associates, Facinations, AZ Homes, Bama's Pizza	Aric Zan aric@zionandzion.com 7
7	FabCom (4) www.fabcominc.com	7819 E. Greenway Road, Ste. 5 Scottsdale 85260 480-478-8500	33 33	40%	@FabComInc facebook.com/FabcomCommunications	Education, health care, not-for-profit, high-tech	Brian Fabiano brian@fabcominc.com 23
8	Sitewire www.sitewire.com	7905 S. 46th Ave., Ste. 110 Tempe 85281 480-731-4884	31 74	40%	@SitewireAgency facebook.com/sitewire	Kroger, Insight, Aetna	Brek Giles brek@sitewire.com 13.5
9	Gate6 (8) www.gate6.com	23460 N. 19th Ave., Ste. 110 Phoenix 85027 602-572-7725	30 85	20%	@Gate6Agency facebook.com/gate6agency	Natural Partners, Vantage Mobility, Crescent Crown Distributing, AmCham	Morish Mansouri mansouri@gate6.com 9
9	ZOG Digital (7) www.zogdigital.com	18835 N. Thompson Peak Pkwy., 300 Scottsdale 85255 480-426-9952	30 30	20%	@ZOGDigital facebook.com/zogdigital	Fiesta Bowl, Atlatlan, FOCUS Brands, National Geographic, Case Logic, Lunel	Jeff Hertzog 6
11	Ideas Collide Marketing Communications (3) www.ideascollide.com	6125 E. Indian School Road, Ste. 1005 Scottsdale 85251 480-659-4520	25 25	20%	@IdeasCollide facebook.com/IdeasCollide	Best Western International, Organizers Direct, Paul Mitchell Schools	Michael Mason michael@ideascollide.com 9
11	McMURRY/TMG (4) www.mcmurrytmg.com	1010 E. Missouri Ave. Phoenix 85014 602-395-9850	25 120	12%	@McMURRYTMG facebook.com/McMURRYTMG	The Children's Place, Delta Faucet, Alphagraphics, American Le Mans Series	Fred Pletrosky 7
13	IWS (24) www.iwsphx.com	5330 N. 12th St. Phoenix 85018 602-272-4700	24 24	35%	@workwiththis facebook.com/workwiththis	The Phoenix Symphony, Arizona Public Service, Freepart-McMillan Copper & Gold, U.S. Soccer Foundation, First Things First	Max Foss max@iwsphx.com 14
13	RIESTER (3) www.riester.com	902 N. Third Ave. Phoenix 85003 602-462-2200	24 84	3%	@RIESTERAgency facebook.com/RIESTERAgency	Hendrix, VOISYS, Midfirst Bank, FGA	Tim Riester, Miya Riester, Alan Perkel, Tom Ortega 5
15	Defero (9) www.defero.com	3333 E. Camelback Road, Ste. 108 Phoenix 85018 602-368-3750	18 23	60%	@deferousa facebook.com/deferousa	Cambio, American Cancer Society, Right Guard, PCH, Mortgage Homes	Eric Snelz eric@deferousa.com 8
16	Martz Parsons (3) www.martzparsons.com	7077 E. Marilyn Road, Ste. 104 Scottsdale 85254 480-998-3154	16 33	DND	@martzagency facebook.com/martzparsons	partido sports, ephones, Pacific Links International, Edmilla, VMCA	Kelly Siegal kelly@martparsons.com 9
17	Rocket Media (3) www.rocketmedia.com	1420 N. Greenfield Road, Ste. 101 Gilbert 85234 602-339-7805	15 19	10%	@RocketMedia facebook.com/rocketmedia	Cosway & Mr. Plumber, East Valley Cardiology, Actman & Security, George Bratt, Services	Ben Falkman ben@rocketmedia.com 11
18	The James Agency (19) www.thejamesagency.com	8100 E. Indian School Road, Ste. 201 Scottsdale 85251 480-248-6710	14 22	15%	@TheJamesAgency facebook.com/TheJamesAgency	Regenero Health & Aesthetics, Arizona Center, Taco Guad, Nurba Designs	Yvonne James yvonne@thejamesagency.com 5
19	Knoodle (24) www.sageparkknoodle.com	4450 N. 12th St., Ste. 120 Phoenix 85014 602-530-9900	12 25	22%	@KnoodleInc facebook.com/knoodleadvertising	Jale de Yvive Hotels, Pacific Western Bank, Western, Double Tree by Hilton, Better Business Bureau, Volkswagen, Honda	Rozaria Cain, Amanda Purdie, Matthew Wilson 6
19	Local Work Marketing (3) www.facebooklocalwork.com	3321 E. Basal Road, Ste. 911 Phoenix 85032 602-266-2726	12 12	65%	@localwork facebook.com/localworkmarketing	LocalWork.com, Driha Arizona, AZ Spine and Joint Hospital, Canyon Skibo RealEstate	Ryan Maylor ryan@localwork.com 6
21	KEO Marketing Inc. (27) www.keomarketing.com	4809 E. Theia Landing Drive, Ste. 100 Phoenix 85016 480-413-2090	11 11	73%	@keomarketing facebook.com/KEOMarketing	CyprusOne, Regions Bank, Auction Systems, Auctioneers & Appraisers, Isoia	Shelia Flamm shelia@keomarketing.com 14
21	New Angle Media (14) www.newanglemedia.com	2601 E. Thomas Road, Ste. 125 Scottsdale 85016 602-840-5530	11 11	35%	@NewAngleMedia facebook.com/newanglemedia	Avnet, Heart, IBM, Microchip	Steven Roberts, Kristopher Brand 6
21	Phoenix Marketing Associates (24) www.phoenixmarketingassociates.com	5110 N. Central Ave., Ste. 300 Phoenix 85012 602-282-0202	11 11	65%	@PHX_Marketing facebook.com/PhoenixMarketingForum	UltraStar, Entenno, DB Schenker, Famous Dave's	Jason Jantzen 4.5
24	StringCan Interactive www.stringcaninteractive.com	7525 E. Camelback Road, Ste. 301 Scottsdale 85251 480-612-0360	11 11	50%	@StringCanAgency facebook.com/StringCan	China Mist Tea Co., World Trade Centers Association, DMS Inc, The Little Gym	Jay Feilinger jay@stringcaninteractive.com 15
25	ON Advertising (8) www.on-advertising.com	11027 S. 51st St., Ste. 250 Phoenix 85044 480-705-6622	10 12	20%	@OnAdPHX facebook.com/OnAdPHX	Techniques, Compass Cleaning Solutions, South Coast Healthcare, OMB Builders	John Hornsby, Sam Merrill merrell@on-advertising.com 8
25	Serendipit Consulting (8) www.thereaderbuzz.com	4545 N. 26th St., Ste. 211 Phoenix 85018 602-283-5209	10 13	45%	@serendipit facebook.com/serendipitconsulting	Overseas Fitness, Tritel/Furca, Garey Ranch, Arroyo Stratus, Health Insurance Express	Melissa DGI zell@serendipitconsulting.com 6
25	The Brand Consortium PR (19) www.thebrandconsortium.com	7579 E. Main St., Ste. 400 Scottsdale 85260 602-384-6747	10 11	45%	@thebrandconsortium facebook.com/thebrandconsortium	Hilthelt, Devo Communications, Starfire Golf Club, Two Peaks, Bulls Salan, Triviva, SASI, Cabana Modern Apartment Homes	Melissa Rein melissa@thebrandconsortium.com 10

NOTES: NA - not applicable, not available or not approved - - not listed in 2013 DND - did not disclose