

PHOENIX BUSINESS JOURNAL

24

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THE LIST

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SOCIAL MEDIA MARKETING-CONSULTING FIRMS

RANKED BY NUMBER OF EMPLOYEES WORKING IN SOCIAL MEDIA

Business name / 2014 Rank Website	Address Phone	# of employees working in social media	Total # of local employees	Social media revenue as percentage of total revenue	Partial list of clients	Top local executive
1 LaneTerraLever ② laneterralever.com	725 W. McDowell Rd., Phoenix, AZ 85007 602-258-5263	80	125	26%	Time Warner Cable, Arizona Lottery, Goodyear Tire & Rubber, TruGreen	Chris Johnson, chris.johnson@laneterralever.com; Beau Lane
2 Arrowhead Advertising ① arrowheadad.com	16155 N. 83rd Ave., #205, Peoria, AZ 85382 623-979-3060	75	85	50%	DND	Kyle Eng, kyle@arrowheadad.com
3 RIESTER ⑩ riester.com	802 N. 3rd Ave., Phoenix, AZ 85003 602-462-2200	67	82	18%	ARAMARK Parks & Resorts, ADHS, Casino Arizona/Talking Stick Resort	Tim Riester, triester@riester.com; Alan Perkel, Tom Ortega, Mirjo Riester
4 Vertical Measures ④ verticalmeasures.com	4545 E. Shea Blvd., #100, Phoenix, AZ 85028 888-476-1881	46	46	61%	Hyland Homes, Mobile Mini, Barnett Dulaney Parline Eye Centers	Chris Bird; Ania Kuam
5 Zion & Zion ⑤ zionandzion.com	432 S. Farmer Ave., Tempe, AZ 85281 480-751-1007	39	39	27%	Childhelp, Barro's Pizzeria, Goodwill, Swoopers Supply, Fox Restaurant Concepts	Aric Zion, aric@zionandzion.com; DuGua Zion
6 Lavidge ⑩ lavidge.com	2777 E. Camelback Rd., #300, Phoenix, AZ 85016 480-998-2600	36	79	15%	Banner Health, Cable ONE, Clive Cussler, Phoenix International Raceway	Bill Lavidge, Stephen Heltz, stephen@lavidge.com
7 FabCom - Integrated Strategic Marketing ⑦ fabcomivc.com	7819 E. Greenway Road, Ste. 5, Scottsdale, AZ 85260 480-478-8500	32	32	3.2%	Finance, health care, technology, education	Brian Fabiano, brian@fabcomivc.com
8 IWS ⑩ workwithiws.com	5330 N. 12th St., Phoenix, AZ 85014 602-222-4700	26	26	40%	The Phoenix Symphony, U.S. Soccer Foundation, First Things First, APS	Mar Foua, mar@workwithiws.com
9 Ideas Collide Marketing Communications ⑩ ideascollide.com	5125 E. Indian School Rd., Studio 1005, Scottsdale, AZ 85251 480-659-4520	20	29	30%	Best Western International, AZ SuperBowl Host Committee, Susan G. Komen Central and Northern AZ	Matthew Clyde, Rebecca Clyde, Michael Misan
10 Defero ⑩ deferousa.com	3131 E. Camelback Rd., #350, Phoenix, AZ 85016 602-368-3750	18	23	63%	SDA, BNG, PCH, Inventure	Eric Smitz, esmitz@deferousa.com; Eric Brant
11 Off Madison Ave ③ offmadisonave.com	5555 E. Van Buren St., #215, Phoenix, AZ 85008 480-505-4500	16	50	15%	CVS Health, PetSmart Charities, Arizona Office of Tourism	Roger Hurri; David Anderson; Mike Horne
12 air INTEGRATED ⑩ airintegrated.com	4738 E. Cotton Gin Loop, #240, Phoenix, AZ 85040 480-921-3220	15	21	10%	Discount Cab, Total Transit, Meritus, Sante	David Itala, ditala@airintegrated.com
12 Rocket Media ⑩ rocketmedia.com	1420 N. Greenfield Rd., #101, Gilbert, AZ 85234 800-339-7305	15	22	5%	George Brazil Services, Lyons Roofing, Mascal's Pizzeria & Pasta	Ben Kalkman, ben@rocketmedia.com
12 KEO Marketing Inc. ⑩ keomarketing.com	4809 E. Thistle Landing Dr., #100, Phoenix, AZ 85044 480-413-2050	15	15	75%	CyrusOne Data Centers, Isola, American Auction Co.	Shelia Kiothorn, shelia@keomarketing.com
15 Phoenix Marketing Associates ⑩ phoenixmarketingassociates.com	8161 E. McDowell Rd., #200, Scottsdale, AZ 85257 602-282-0202	13	13	60%	UltraStar Multi-Isomment Center at Ali-Chin Circle, Duck and Decanter, Santafel's Pizzeria	Jason Janzen
16 Vilocity Interactive Inc. ⑩ vilocity.com	8927 E. Bell Rd., #140, Scottsdale, AZ 85260 480-584-5700	12	12	25%	Emergen-C vitamin drink mix, Hussey Dirt Deal's vacuum Cleaners, Gila River Casinos	Ronald Miral
16 StringCan Interactive ⑩ stringcaninteractive.com	7525 E. Camelback Rd., #201, Scottsdale, AZ 85251 480-612-0350	12	17	50%	The Little Gym, DMB, CreditEurope	Jay Feldinger, jay@stringcaninteractive.com
16 Local Work Marketing ⑩ localworkmarketing.com	14811 N. Riardland Blvd., #750, Scottsdale, AZ 85254 623-266-2726	12	12	65%	Grand Bahama Tourism, ASU, OrthoArizona	Ryan Taylor, ryan@localwork.com
19 The Brand Consortium PR ⑩ thebrandconsortium.com	8294 E. Jann Dr., Scottsdale, AZ 85260 602-384-4747	10	10	40%	Dea Communities, Fulton Ranch, Biltmore Estates, Yendy.com, SASSI	Melissa Rein
19 Serendip Consulting ⑩ serendipconsulting.com	4450 N. 12th St., #238, Phoenix, AZ 85014 602-283-5209	10	18	40%	Meritage Homes, Marilyn Monroe Spa, Engel & Vikkers Scottsdale, Jennings, Strauss & Saliman	Melissa DIGins@serendipconsulting.com; Alexis Krizay, alexis@serendipconsulting.com
19 Elevation Marketing ⑩ elevation2b.com	1955 S. Val Vista Dr., #101, Mesa, AZ 85204 480-775-8880	10	25	5%	LifeLock, Find Your Influence, Royal Services	Scott Miraglia, smiraglia@elevation2b.com
22 On Advertising Inc. ⑩ on-advertising.com	11022 S. 51st St., #250, Phoenix, AZ 85044 480-705-6623	9	10	20%	State of Arizona, Maricopa County, South Coast Post Acute, Elevate Candles	John Hernandez; Ron Meritt
23 ZOG Digital ⑩ zogdigital.com	18835 N. Thompson Peak Pkwy., Scottsdale, AZ 85255 480-426-9952	8	45	62%	Rack Room Shoes, National Geographic	Jeffrey Herzog
23 McMURRY/TMG ⑩ mcmurrytmg.com	1010 E. Missouri Ave., Phoenix, AZ 85014 602-395-5850	8	57	10%	DND	Beth Tomlik
23 Fasturtle ⑩ fasturtle.com	7575 E. Bellfield Rd., #225, Scottsdale, AZ 85260 480-348-6457	8	23	70%	DND	Eric Olson, eric@fasturtle.com

NOTES: NA - not applicable, not available or not approved * - not listed in 2014 DND - did not disclose

► CLOSER LOOK

612

Total number of employees working in social media for the 25 firms listed on this page

956

Total number of employees working for the 25 firms listed on this page

LARGEST TWITTER FOLLOWER TOTALS*

@ZOGDigital	25,200
@StringCanAgency	15,700
@PHX_Marketing	7,221
@VerticalMeasures	5,087
@ZionandZion	5,031
@McMURRYTMG	4,473
@OffMadisonAve	4,331
@RESTERAgency	3,803
@LaneTerraLever	2,505
@workwithiws	2,530

ABOUT THE LIST

Information was obtained from social media marketing consulting firm representatives through email surveys and could not be independently verified by the Phoenix Business Journal. Sitemap, No. 5 on last year's list did not respond to our inquiries by deadline. Only those firms responding to our inquiries are listed. * - As of January 27, 2015.

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