

PHOENIX BUSINESS JOURNAL

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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 / 2015 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 Digital Air Strike [®] digitalairstrike.com	6991 E. Camelback Rd., #B300 Scottsdale, AZ 85251 480-713-8955	137	139	100%	General Motors, Kia, Chrysler, GM Canada, Toyota, Price Simms, Larry H. Miller, Autodesk	Alex Vannari, Thasen Brudner, Thomsen@digitalairstrike.com
2 RIESTER [®] riester.com	802 N. 3rd Ave Phoenix, AZ 85003 602-462-2200	82	123	16%	Berkshire Hathaway Energy, Casino Arizona, Chi-Chi's, Chactaw Casinos, Harast Castle, MetLife's	Tim Riester, triester@riester.com; Alan Perold, Mike Riester, Tom O'taga
3 LaneTerraLever [®] laneterralever.com	725 W. McDowell Rd. Phoenix, AZ 85007 602-258-5263	80	110	25%	Time Warner Cable, Arizona Lullaby, Truistway, GoodYear Rubber & Tire, Cable One & GORE-TEX	Beau Lane, Chris Johnson, chris.johnson@laneterralever.com
4 Vertical Measures [®] verticalmeasures.com	4545 E. Shea Blvd., #100 Phoenix, AZ 85026 480-476-1661	48	46	65%	UPS, Home Depot, Infusionsoft, Barnett Delaney Perkins Eye Center, HSBC Bank	Annie Kasey, Chris Bird
5 Zion & Zion [®] zionandzion.com	432 S. Farmer Ave. Tempe, AZ 85284 480-751-1007	39	39	11%	Goodwill, Barro's Pizzeria, Childhelp	Aric Zion, ariczion@zionandzion.com; DuGue Zion
6 FabCom - Integrated Strategic Marketing [®] fabcomive.com	7819 E. Greenway Rd., #5 Scottsdale, AZ 85260 480-478-8500	32	32	18%	Health care, education, technology, professional services	Brian Fabiano, brian@fabcomive.com
7 Lucid Agency [®] lucidagency.com	117 E. 5th St., 2nd Fl. Tempe, AZ 85281 480-219-7257	26	35	30%	Motorola, ASU, PetSmart	Scott Kaufmann
8 IWS - Integrated Web Strategy [®] iworkwithiws.com	5330 N. 12th St., #200 Phoenix, AZ 85014 602-222-4700	25	25	35%	U.S. Soccer Foundation, The Phoenix Symphony, Arizona Public Service, Shea Homes, First Things First	Max Faka, max@iworkwithiws.com
9 Steve LeVine Entertainment & Public Relations [®] sleentertainment.com	7819 E. Paradise Ln. Scottsdale, AZ 85260 480-284-6033	23	23	10%	Hakkasan Group, Arizona Rattlers, ABC Nissan	Steve LeVine, steve@entertainment.com
10 Defero [®] deferoaz.com	3131 E. Camelback Rd., #360 Phoenix, AZ 85016 602-358-5750	22	28	55%	SDA, Combat, Tons, InvenTara, AHL, Dry Ice, SoftScrib	Eric Smelt, eric@deferousa.com; Eric Brandt
11 Commit Agency [®] commitagency.com	58 W. Beffield St., #200 Chandler, AZ 85225 480-921-3220	21	24	25%	Comfy Discount Cab, The Scottsdale Resort, Magnolia Hotels	David Bell, david@commitagency.com; Richard Cassey
12 Owens Harkey Advertising [®] owensharkey.com	3550 N. Camelback Ave., #1730 Phoenix, AZ 85012 602-254-5159	17	59	20%	Eagan, Sedons, Herods, Sun Devil Athletics, AV Homes	Matthew Owens, Scott Harkey, s.harkey@owensharkey.com
13 Velocity Interactive Inc. [®] velocity.com	9927 E. Bell Rd., #140 Scottsdale, AZ 85260 480-584-5700	16	16	20%	Emergen-C Vitamin Drink Mix, Rock & Roll Hall of Fame and Museum, Little Kids Toys	Ronald M. Lee, Jennifer Smith
14 KEO Marketing Inc. [®] keomarketing.com	1 E. Washington St., #500 Phoenix, AZ 85004 480-413-2090	14	14	82%	Regions Bank, FairPoint Communications, American Auction Co., Isola	Sheila Kleffhorn, sheila@keomarketing.com
14 Local Work Marketing [®] localworkmarketing.com	14813 N. Kierland Blvd., #750 Scottsdale, AZ 85254 623-266-2726	14	14	65%	LocalWork.com, ASU, OrthoArizona	Ryan Taylor, ryan@localwork.com
16 BIG YAM, The Parsons Agency [®] bigyam.com	7077 E. Marilynn Road, Bldg. 5 Scottsdale, AZ 85254 480-996-3154	13	3	15%	NA	Marianne Curran; David Richardson; Winnie Stolper, wstolper@bigyam.com
17 Phoenix Marketing Associates [®] phoenixmarketingassociates.com	8101 E. McDowell Rd., #200 Scottsdale, AZ 85257 602-282-0202	12	12	65%	Fansie Dave's BBQ, Boys & Girls Club, UltraStar Cinemas	Jason Jantzen
18 StringCan Interactive [®] stringcaninteractive.com	7525 E. Camelback Rd., #201 Scottsdale, AZ 85251 480-612-0360	11	11	50%	DMB, GameTruck, The Little Gym	Jay Fettingler, jay@stringcaninteractive.com
18 Serendipit Consulting [®] serendipitconsulting.com	4450 N. 12th St., #228 Phoenix, AZ 85014 602-283-5209	11	21	41%	NA	Melissa D'Giamfippe, melissad@serendipitconsulting.com; Alicia Krusey
20 The SPR Agency [®] thespragency.com	6730 N. Scottsdale Rd., #240 Scottsdale, AZ 85253 480-648-1770	10	15	50%	Taylor Marriquee, Darling Homes, Sellwiser, Core Law Group, Skin and Cancer Center of Scottsdale	Christy Stevens, christy@thespragency.com; Al Stevens, al@thespragency.com
20 New Angle Media [®] newanglemedia.com	2601 E. Thomas Rd., #235 Phoenix, AZ 85016 602-840-5330	10	14	25%	NA	Kristopher Brandt, kristopher@newanglemedia.com; Steven Roberts
22 Cramer-Krasselt [®] c-k.com	1850 N. Camelback Ave., #1000 Phoenix, AZ 85004 602-417-0600	9	42	20%	NA	Kristin Blomquist, kblomquist@c-k.com
22 On Advertising Inc. [®] on-advertising.com	11022 S. 31st St., #250 Phoenix, AZ 85044 480-705-6623	9	10	30%	Amet, State of Arizona, Maricopa County	John Hernandez; Ben Maritt
24 Fingerprint [®] fingerprintmarketing.com	6900 E. Camelback Rd., #360 Scottsdale, AZ 85251 480-360-7999	8	20	30%	NA	Michelle Olson
24 Off Madison Ave [®] offmadison.com	3555 E. Van Buren St., #215 Phoenix, AZ 85008 480-505-4500	8	40	10%	Arizona Office of Tourism, Nike, Tabarka Studio	Roger Harris; David Anderson; Mike Harza

¹ Listed last year as AIR Integrated

NOTES: NA - not applicable, not available or not approved * - not listed in 2015

CLOSER LOOK

697

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

915

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

LARGEST TWITTER FOLLOWER TOTALS*
@digitalairstri 34,900

- @StringCanAgency 15,600
- @PHX_Marketing 7,196
- @VerticalMeasure 5,604
- @OHAdvertising 5,435
- @ZIONandZION 5,122
- @SteveLeVineEnt 4,871
- @RIESTERAgency 3,960
- @spragency 3,551
- @keomarketing 2,945

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. Only those companies responding to our inquiries are listed. * - As of Jan. 12, 2016.

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