

PHOENIX BUSINESS JOURNAL

18

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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 / 2016 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 ① digitalairstrike.com	6991 E. Camelback Rd., #9-111 Scottsdale, AZ 85251 888-713-8958	156	163	80%	General Motors, Sonosite, Fiat Chrysler, Toyota, World of Games, Yatai Buick GMC, Earthwatt Hyundai	Alexi Wessari
2 LaneTerraLever ③ laneterralever.com	725 W. McDowell Rd. Phoenix, AZ 85007 602-758-5263	90	135	25%	Cable One, Arizona Cardinals, Inspiro, Meritage Homes, Luigena, Core-ten, Arizona Tile	Brew Lane, Chris Johnson, chris.johnson@laneterralever.com
3 RIESTER ② riester.com	3344 E. Camelback Rd. Phoenix, AZ 85018 602-462-2200	87	125	17%	adline.org, Carvana/Arizona.com, hsn.org, iavictoria.com, medfirst.com, phxinsgfc.com, talkingtree.com	Tim Riestor, tfristor@riester.com; Alan Perkel, aperkel@riester.com
4 Vertical Measures ④ verticalmeasures.com	11201 N. Tatum Blvd., #750 Phoenix, AZ 85028 888-476-1881	48	48	9%	UPS, Home Depot, InfoSissoft, Barnet Dufaney Perkins Eye Center, MBT Bank	Aerie Kucan
5 Zion & Zion ⑤ zionandzion.com	432 S Farmer Ave Tempe, AZ 85283 480-751-1007	39	39	1.8%	Bero's Pizzeria, Venezia's Pizzeria, Goodwill	Aric Zion, ariciozion@zion.com; DuGae Zion
6 FabCom ⑥ fabcomllc.com	7819 E. Greenway Rd., #5 Scottsdale, AZ 85260 480-478-8500	36	42	32%	NA	Brian Fabiano, brian@fabcomllc.com
7 IWS - Integrated Web Strategy ⑧ iwsweb.com	5330 N. 12th St. Phoenix, AZ 85014 602-772-4700	29	29	45%	The Phoenix Symphony, U.S. Soccer Foundation, Shea Homes, First Things First, APS	Max Rose, max@iwsweb.com; Paul Morley, paul@iwsweb.com
8 Steve LeVine Entertainment & Public Relations ⑨ stevetertainment.com	7819 E. Paradise Ln. Scottsdale, AZ 85260 480-284-6033	26	30	3%	Halkazon Group, Coors Light Bids Not, Ostrich Festival	Steve LeVine, steve@stevetertainment.com
9 Lucid Agency ⑦ lucidagency.com	117 E. 5th St., 2nd Fl. Tempe, AZ 85281 480-219-7252	25	35	30%	Motorola, KB Home, Alliance Bank	Scott Kaufmann
9 Defero ⑩ deferous.com	3131 E. Camelback Rd., #360 Phoenix, AZ 85016 602-368-3750	25	32	60%	SDA, IMC, NKF, Combat	Eric Brandt, ebrandt@deferous.com
11 Commit Agency ⑪ commitagency.com	58 W. Buffalo St., #100 Chandler, AZ 85225 480-921-3200	20	20	2%	Discount Cab, Magnolia Hotel, BBQ Island, Camelot Homes	David Kelly, david@commitagency.com; Richard Casey, jrd@commitagency.com
12 Audacious Studios ⑫ audaciousstudios.com	740 S. Mill Ave., #210 Tempe, AZ 85281 480-355-0024	19	50	16%	Astra, Horikid, United Way	Bret Giles, brett@audacious.com; Marge Traylor
12 Owens Harkey Advertising ⑬ owensharkey.com	3550 N. Central Ave., 19th Fl. Phoenix, AZ 85018 602-754-5159	19	85	25%	Raiding Cane, Fiesta Bowl, Arizona Lottery, Shasta Pool, St. David's Athletics, Arizona Coyotes, reggae	Matthew Owens; Scott Harkey, s.harkey@owensharkey.com; Chris Ficor, c.ficor@owensharkey.com
14 Off Madison Ave ⑭ offmadisonave.com	5555 E. Van Buren St., #215 Phoenix, AZ 85009 480-505-8100	18	38	25%	Arizona Office of Tourism, National Academy of Sports Medicine, Chipotle	Bager Hunt; David Anderson; Mike Horne
15 KEO Marketing Inc. ⑮ keomarketing.com	1 E. Washington St., #500 Phoenix, AZ 85004 480-413-2090	15	27	8%	Regions Bank, FairPoint Communications, Comcast, BytaGrid, Clarity	Sheila Kloeffner, sheila@keomarketing.com
16 BIG YAM, The Parsons Agency ⑯ bigyam.com	15750 N. Northlight Blvd. Scottsdale, AZ 85260 480-418-6000	13	30	15%	NA	Rob Parsons; Marianne Carran; David Richardson; Winnie Stolper, winnie@bigyam.com
17 48 West Agency ⑰ 48westagency.com	502 S. 2nd St., #3 Phoenix, AZ 85004 602-428-1361	12	12	30%	NA	Leigh Dew, leigh@48westagency.com
17 The SPR Agency ⑱ thespragency.com	6730 N. Scottsdale Rd., #240 Scottsdale, AZ 85253 480-648-1770	12	12	50%	Taylor Morrison, Darling Homes, MC Assembly, Solivaris, OrthoArizona - Arizona Orthopaedic Associates	Christy Stevens, christy@thespragency.com; Al Stevens, al@thespragency.com
17 Velocity Interactive Inc. ⑲ velocity.com	9927 E. Bell Rd., #140 Scottsdale, AZ 85260 480-584-5700	12	12	20%	Emergen-C Vitamin Drink Mix, Rock and Roll Hall of Fame, Saratoga Casino	Ronald Milet; Jennifer Smith
17 Kiterocket (formerly Impress Labs) ⑳ kiterocket.com	20 W. Jackson St., Phoenix, AZ 85003 602-443-0030	12	16	20%	NA	Martin Piarik, martin@impresslabs.com; Dave Richardson
21 Fingerprint ㉑ fingerprintmarketing.com	6900 E. Camelback Rd., #360 Scottsdale, AZ 85251 480-368-7999	10	23	30%	NA	Michelle Olson
21 New Angle Media ㉒ newanglemedia.com	535 W. Thomas Rd. Phoenix, AZ 85013 602-840-5530	10	12	38%	NA	Steven Roberts; Kristopher Brandt, kbrandt@newanglemedia.com
21 DigitalWire360 ㉓ digitalwire360.com	6900 E. Camelback Rd., #602 Scottsdale, AZ 85251 480-664-6120	10	10	65%	NA	Amy Packard, amy@digitalwire360.com
21 On Advertising Inc. ㉔ on-advertising.com	101 N. 1st Ave., #2000 Phoenix, AZ 85003 480-705-6623	10	12	20%	Amet, state of Arizona, South Coast Post Acute, Maricopa County, Pioneer Packaging	John Hernandez; Ron Merritt
25 The James Agency ㉕ thejamesagency.com	8100 E. Indian School Rd., #201 Scottsdale, AZ 85251	9	30	15%	Mountain Shadows, Safeguard, Tilted Kilt, Spinari's Pizzeria, Barrio Queen	Vernique James, vernique@thejamesagency.com

► CLOSER LOOK

762

Total number of local employees working in social media for the 25 firms listed on this page. A year ago: 697

1,067

Total number of local employees working for the 25 firms listed on this page. A year ago: 915

HONORABLE MENTION

StringCan Interactive	8
Decibel Blue	7
Phoenix Marketing Associates	7
LuCorp Marketing	6
Sanity	6
Local Work Marketing	6
Serendipit Consulting	5
Procur LLC	5
Pyxl	4
The Ferraro Group	4
Moscow Inc.	4
Taxtattle	4
Larry John Wright Inc.	4
Rocket Media	4

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 firms responding to our inquiries are listed.

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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.