

PHOENIX BUSINESS JOURNAL

16

PHOENIX BUSINESS JOURNAL

THE LIST

Compiled by Dale Brown
602-308-6511, @PhxBizDaleBrown
dbrown@bizjournals.com

SOCIAL MEDIA MARKETING-CONSULTING FIRMS

RANKED BY NUMBER OF EMPLOYEES WORKING IN SOCIAL MEDIA

Rank	Business name / 2017 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., #B-111 Scottsdale, AZ 85251 888-713-8958	143	147	100%	General Motors, Kia, Chrysler, Liberty Bulck GMC, Earnhardt Hyundai, Chapman Chevrolet	Alex Vennet
2	LaneTerraLever ② laneterralever.com	725 W. McDowell Rd. Phoenix, AZ 85007 602-258-2263	90	105	25%	Goodyear Blimp, Salt River Project, TruGreen	Beau Lane; Chris Johnson, chris.johnson@laneterralever.com
2	RIESTER ③ riester.com	3344 E. Camelback Rd. Phoenix, AZ 85018 602-462-2200	90	120	19%	ADMS, Casino Arizona, Chumash Casino Resort, Citizens Clean Election Commission, Kona Grill, Phoenix Rising FC	Tim Riestler, triestler@riester.com; Alan Perkal, aperkal@riester.com
4	Sitewire ④ austackstudios.com	740 S. Mill Ave., #210 Tempe, AZ 85281 480-355-0024	48	48	49%	Perill ProClean, PetSmart, Universal Technical Institute	Bret Giles, bgiles@sitewire.com; Margie Traylor
5	LAVIDGE ⑤ www.lavidge.com	2777 E. Camelback Rd., #300 Phoenix, AZ 85016 480-998-2600	42	76	24%	Authr Solutions, IO, McDonald's	Bill Lavidge
6	Zion & Zion ⑥ zionandzion.com	432 S. Farmer Ave. Tempe, AZ 85281 480-751-1007	40	40	14%	Casino Del Sol, Venezia's Pizzeria, Goodwill, Arthur Andrew Medical	Ariz Zion, arizonandzion.com; DuGae Zion
6	Ideas Collide ⑥ ideascollide.com	6125 E. Indian School Rd., #1001 Scottsdale, AZ 85251 480-659-4520	40	50	38%	Danzon Daly, Best Western Hotels & Resorts, Paul Mitchell Brands	Matthew Clyde; Rebecca Clyde
8	FabCom ⑦ fabcomllc.com	7819 E. Greenway Rd. Scottsdale, AZ 85260 480-478-8500	38	38	22%	Education, health care, technology, B2B, B2C	Brian Fabiano, brian@fabcomllc.com
9	OH Partners ⑧ ohpartners.com	3550 N. Central Ave., 19th Fl. Phoenix, AZ 85012 602-254-5159	35	104	30%	USA Triathlon, Fiesta Bowl, FlapJacked	Matthew Owens; Scott Harkay, sharkay@owensharkay.com; Matt Moore; Brad Cooper
10	Vertical Measures LLC ⑨ verticalmeasures.com	11201 N. Tatum Blvd., #350 Phoenix, AZ 85028 888-476-1881	34	42	30%	NA	Amie Kuen
11	Off Madison Ave ⑩ offmadisonave.com	5555 E. Van Buren St., #215 Phoenix, AZ 85006 480-505-4500	30	40	85%	Arizona Office of Tourism, National Academy of Sports Medicine, GlobalTranz	Roger Hurn; David Anderson
12	IWS - Integrated Web Strategy ⑪ workwithiws.com	5330 N. 12th St. Phoenix, AZ 85014 602-222-4704	28	28	43%	Shea Homes, The Phoenix Symphony, US Soccer Foundation, First Things First	Max Fose, max@workwithiws.com; Paul McKay
13	BIG YAM, The Parsons Agency ⑫ bigyam.com	15750 N. Northside Blvd. Scottsdale, AZ 85260 480-410-6000	25	31	10%	Arizona Office of Film & Digital Media, Browne Law Group, Newland Communications	Bob Parsons; Marianne Guenther; Winnie Stajler
13	Envida Group ⑬ envidagroup.com	15230 N. 75th St., #1030 Scottsdale, AZ 85260 480-773-7775	25	25	95%	NA	Aiana Mittelst; Candie Gay
13	Lucid Agency ⑭ lucidagency.com	117 E. 5th St., 2nd Fl. Tempe, AZ 85281 480-219-7257	25	35	40%	Best Western, Circle K, Alliance Bank	Scott Kaufmann
16	KEO Marketing Inc. ⑮ keomarketing.com	515 E. Grant St., #150 Phoenix, AZ 85004 480-413-2090	23	20	83%	Coast Cyber Security, AST Management, Remarkable Health, FairPoint Communications	Shella Kloeffer, shella@keomarketing.com
17	Commit Agency ⑯ commitagency.com	58 W. Buffalo St., #200 Chandler, AZ 85225 480-921-3220	21	23	35%	Make-A-Wish America, HCSony's Family Farms, Forever Roofing	David Ralls, dralls@commitagency.com; Joel Coen
18	Steve Levine Entertainment & Public Relations ⑰ slentertainment.com	7819 E. Paradise Ln. Scottsdale, AZ 85260 480-284-6033	20	100	10%	Ostrich Festival, Scottsdale Fair/Week, Pappas Land of the Dinosaurs	Steve Levine, steve@slentertainment.com
19	The James Agency ⑱ thexamesagency.com	6240 E. Thomas Rd., #200 Scottsdale, AZ 85251 480-248-6710	17	33	25%	Mountain Shadows, Hotel Valley Ho, Hotel Adeline, Safeguard, Davis Home Furnishings	Veronique James, veronique@thexamesagency.com
20	Serendip Consulting ⑲ serendipconsulting.com	4450 N. 12th St., #238 Phoenix, AZ 85014 602-283-5209	14	25	33%	Modern Acupuncture, Bodify, Donley Service Center, Workcity	Melissa DiGiamillajo, melissa@serendipconsulting.com; Alexis Krusay
20	On Advertising Inc. ⑳ on-advertising.com	101 N. 1st Ave., #2000 Phoenix, AZ 85003 480-705-6623	14	15	35%	Ameri, State of Arizona, Pioneer Packaging, City of Glendale, City of Phoenix, Maricopa County	John P. Handick; Ron Merritt
22	The SPR Agency ㉑ thespragency.com	6730 N. Scottsdale Rd., #240 Scottsdale, AZ 85253 480-648-1770	13	15	50%	Taylor Morrison, Darling Homes, MC Assembly	Al Stevens; Christy Stevens, christy@thespragency.com
23	Vilocity Interactive Inc. ㉒ vilocity.com	9927 E. Bell Rd., #140 Scottsdale, AZ 85260 480-584-5700	12	12	20%	Emergen-C Vitamin Drink Mix, Rock & Roll Hall of Fame, Saratoga Casino	Ronald Miett; Jennifer Smith
24	Local Work Marketing ㉓ localworkmarketing.com	645 E. Missouri Ave., #270 Phoenix, AZ 85012 623-266-2726	10	10	75%	Flooring America, OrthoArizona	Ryan Naylor, ryan@localwork.com
24	Fingerpaint ㉔ fingerpaintmarketing.com	6900 E. Camelback Rd., #360 Scottsdale, AZ 85251 480-368-7999	10	30	30%	NA	Michelle Olson
24	Moses Inc. ㉕ mosesinc.com	106 E. Buchanan St. Phoenix, AZ 85004 602-417-1301	10	20	20%	Grand Canyon University, Valley Metro, AZ Department of Revenue, VB Cosmetics	Lois Moses, loismoses@mosesinc.com
24	Pyxl ㉖ pyxl.com	1365 N. Scottsdale Rd., #140 Scottsdale, AZ 85253 480-745-2575	10	12	10%	MicroAge, Skinbetter Science, IBM Watson Health	Brian Wirtzer; Nicole Denton, ndenton@pyxl.com; Ryan Town
24	DigitalWire360 ㉗ digitalwire360.com	6900 E. Camelback Rd., #602 Scottsdale, AZ 85251 480-664-6120	10	10	65%	Tai Borkel, GrubHub, Phoenix Manufacturing Inc.	Amy Packard, amy@digitalwire360.com
24	Handstage ㉘ handstage.com	7229 E. 1st Ave., #202 Scottsdale, AZ 85251 602-358-0083	10	17	35%	Mobile Mini, PayPal, Alliance Bank, Finance of America Mortgage	Ruth Woods, ruth@handstage.com; Kenton Woods
24	Rainmaker Integrated ㉙ rmintegr.com	17470 N. Pacesetter Way Scottsdale, AZ 85255 480-305-2017	10	13	65%	Streets of New York, Avila Homes, Shapiro Plastic Surgery	Jackie Wright, jackie@rmintegr.com

NOTES: NA - not applicable, not available or not approved * - not listed in 2017

► CLOSER LOOK

937

Total number of local employees working in social media for the 30 firms listed on this page

1,284

Total number of local employees working for the 30 firms listed on this page

HONORABLE MENTION

48 West Agency	9
Dafaro	8
Crosby-Wright	7
LuCorp, Marketing	7
Fasttulle Digital	6
StringCan Interactive	6
Santyl	6
CoNacs North America	5
ZOG Digital	5
Phoenix Marketing Associates	5
Knife & Fork Media Group	4
New Angle Media	4

ABOUT THE LIST

Information was obtained from representatives of the social media marketing consulting firms through email surveys and could not be independently verified by the Phoenix Business Journal. Only those firms responding to our inquiries are listed.

NEED A COPY OF THE LIST?

For information on obtaining reprints, web permissions and commensurate plaques, contact Barbara Barnstead at 602-308-6541 or bbarnstead@bizjournals.com. More information can be found online at Phoenix.Bizjournals.com by clicking "More..." on the Menu bar.

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.