

Jessica Scanlon

CEO, Founder of Hot Dog Marketing

// Jessica, the chief strategist, should call herself a Chief Muse – She is very polished, and she brings big company professional flare, style, and sound marketing strategy //

– Suzyn B., Consultant & Speaker

Jessica is recognized as a creative muse for growing businesses and an online marketing maven. As the founder of Hot Dog Marketing, Jessica has helped hundreds of businesses develop their brands and establish a reputation online.

In 2008, Jessica started helping small business owners with their marketing projects as a hobby. It wasn't long before she realized that helping small business owners with her unique set of skills and experience was much more fulfilling than what her corporate life could offer. She left her corporate marketing job in 2012 to start Hot Dog Marketing.

Hot Dog Marketing now serves hundreds of growing businesses a year, and the company continues to grow because of our loyal customers and great referrals.

Hot Dog Marketing has been named a top-rated agency on several occasions, including *The Austin Business Journal*.

Jessica is passionate about community service, marketing and collaborating with other business owners. She regularly writes and contributes to business publications. She is a business book junkie and has a love of learning about business.





About Jessica

- Board of Directors Member, Round Rock Chamber
- Graduate, Leadership Round Rock 2018
- Current President of the Board of Directors, Texas Humane Heroes
- Member of the Entrepreneurial Council, Round Rock Chamber
- Former Board of Directors Member, Amigos de las Americas
- Current Vice President of Membership, Board of Directors, Professional Women of Williamson County
- Former Board of Directors Member, Pflugerville Education Foundation
- Former Marketing Committee Member, Austin Humane Society

// Jessica is sharp, savvy, responsive, knowledgeable and attuned to her customer's needs. //

– Renee T., National Speaker, Entrepreneur

Featured In:



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- 🐦 @Jessica_Markets



About HotDogMarketing

- Consistently a 5-star rated agency and is ranked on national agency lists
- A top 20 digital agency in the Austin Business Journal Book of Lists
- A top 100 woman-owned business in the Austin Business Journal Book of Lists
- Winner of one platinum branding award, three gold branding awards, one gold website design award and one gold video award in the last three years
- A top 25 minority-owned business in the Austin Business Journal Book of Lists
- Best Marketing Agency by Expertise.com and ThreeBestRated.com



JESSICA SCANLON

FOUNDER OF HOT DOG MARKETING

Jessica Scanlon opened the doors to Hot Dog Marketing in 2012 after many years of working for large corporate brands. What started with a handful of clients has grown to an agency that has helped more than 350 growing businesses with branding and website and digital-marketing services. In the last seven years, Scanlon and the team at Hot Dog Marketing have positioned the company as a marketing leader in the small-to-medium-size-business market in the Austin area. Scanlon lives in Round Rock, Texas, with her husband, daughter and two dachshunds. She serves as the president of the board for Texas Humane Heroes, is a member of the Round Rock Chamber board and is vice president of membership for the Professional Women of Williamson County. She was a finalist for Austin Under 40 in 2018 and was a Profiles in Power nominee in 2017.

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From the Austin Business Journal:

<https://www.bizjournals.com/austin/news/2019/05/20/austin-under-40-winners-unveiled-including.html>

Austin Under 40 winners unveiled, including Austinite of the Year

These up-and-comers are turning heads in business, civics, health care and nonprofits

May 20, 2019, 7:07am CDT

Dr. Pritesh Gandhi, a pediatrician focused on righting social ills and aiming for a congressional seat, took the top honor May 18 at the 21st annual Austin Under 40 Awards gala by walking away with the title of AU40 Austinite of the Year.

Fourteen other professionals under the age of 40 across a variety of industries — plus a mentor of the year — were honored.

Gandhi is the associate chief medical officer at People's Community Clinic in East Austin, which is devoted to serving the uninsured and low-income residents. He also is a clinical assistant professor in population health and pediatrics at the University of Texas' Dell Medical School. In 2020, he hopes to unseat Republican Rep. Michael McCaul in the 10th Congressional District seat in the U.S. House of Representatives.



COLIN POPE / STAFF

Dr. Pritesh Gandhi accepts the 2019 Austinite of the Year award during the AU40 gala at the JW Marriott downtown. He's flanked by Sujata Ajmera, the 2018 Austinite of the Year, and attorney Adam Loewy, the event's sponsor.

"When I was 5 years old I had a severe stutter, and at the time our health insurance didn't cover speech therapy, and I couldn't speak — at all. And so my dad took two jobs to pay for me to go for speech therapy, and my mother commuted back and forth from Houston," Gandhi told the crowd of more than 700 as he took the award. "Fifteen years later I overcame that, and I promised myself when I was young growing up — I promised, damnit — I would spend the rest of my life fighting for people who don't have that voice."

Here are the other 2019 AU40 winners:

- **Architecture, engineering and construction:** Katie Coyne, a certified ecologist at Asakura Robinson Company. Read more about her [here](#).
- **Arts and entertainment:** Writer and actor Tarik Daniels, who also is founder and executive director of the mental health-focused nonprofit Whatsinthemirror? You can learn more about him through his [LinkedIn profile](#).
- **Civic, government and public affairs:** Christopher Rios, the community development officer at Texas Capital Bank. You can read more about him via his bio on the Greater Austin Hispanic Chamber of Commerce's website.
- **Culinary arts, events and hospitality:** Kendall Antonelli, co-owner of Antonelli's Cheese. Read about her [here](#) in this 2018 story when she won a Profiles in Power award.
- **Energy, mobility and transportation:** Mica Crouse, air quality communications director for the Environmental Defense Fund. Her bio can be found [here](#).
- **Financial and insurance services:** Donald Park, senior vice president at private equity firm Vista Equity Partners. His bio is [here](#).
- **Innovation and start-up:** Erin Mays, CEO and co-founder of business consultancy The Ebco. Read more about her in her [LinkedIn profile](#).
- **Journalism, marketing and public relations:** Jessica Scanlon, founder and managing director of Hot Dog Marketing. Her bio is [here](#).
- **Legal:** Elizabeth Henneke, executive director of the nonprofit Lone Star Justice Alliance. Learn more about her in this [bio](#).

- **Medicine and healthcare:** Pritesh Gandhi of People's Community Clinic, who went on to win 2019 Austinite of the Year.
- **Mentor of the year:** Gayle Reaume, founder and CEO of Moolah U, a company that teaches children financial and entrepreneurial skills. Her LinkedIn page can be found [here](#).
- **Nonprofit service:** Meme Styles is a mother of three and works for the state of Texas, but she's also founder and president of the nonprofit Measure Austin, which is focused on eliminating social disparities. Read more about her [here](#).
- **Real estate:** Brittany Byrd Morrison, commercial business development officer at Heritage Title Company. The Austin American-Statesman chronicled her philanthropic efforts — and what drive them — in this [2018 article](#).
- **Sports, wellness and fitness:** Professional speaker Courtney Clark of Accelerated Resilience. Her online bio explains her work, philanthropy and the notable obstacles she's overcome.
- **Technology:** Jason Ballard, CEO at Icon Technology Inc. His company uses a giant 3D printer to construct homes quickly. Read more about the ambitious endeavor [here](#).
- **Youth and education:** Anneliese Tanner, director of food services and nutrition at Austin Independent School District. Austin Woman magazine profiled her in this [2017 article](#).

The annual gala was hosted by the Young Women's Alliance and the Young Men's Business League. More than \$300,000 was raised for Austin Sunshine Camps, which operates summer camps for low-income children, and the YWA Foundation, the philanthropic arm of the Young Women's Alliance, which has given out more than \$160,000 in academic scholarships since 1997.

See the list of 80 finalists [here](#).



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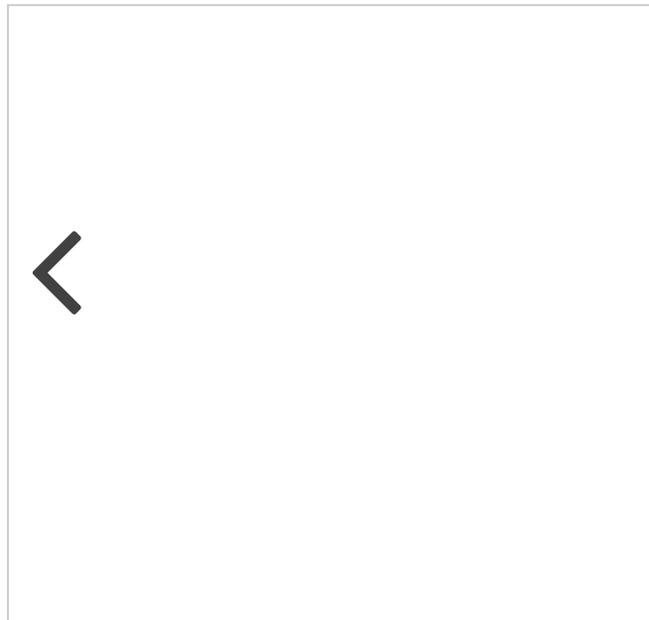
AU40

Austin Under 40 reveals 2019 nominees for prestigious awards

By Katie Friel(/author/katie_friel/articles/)

Mar 19, 2019, 2:29 pm

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Austin's annual celebration of young movers 'n' shakers is returning for its 21st year. Earlier this month, the Young Women's Alliance and Young Men's Business League quietly revealed the nominees for Austin Under 40, a prestigious awards program that honors Austin community figures across 16 categories who are, as the name implies, under 40 years old.

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In total, 80 locals were nominated for this year's award, which culminates in a ritzy gala on May 18 at the JW Marriott. The evening affair benefits Austin Sunshine Camps(<https://www.sunshinecamps.org/>) and YWA Foundation(<https://youngwomensalliance.org/foundation/>), and includes a VIP cocktail hour, silent auction, dinner, dancing, and the main event — the Austin Under 40 awards ceremony.

EMAP.COM)

“We are so lucky to have an abundance of individuals that are more than qualified for an award such as this,” said this year's co-chair Bre Brown. Hal Williams, who joins Brown as co-chair, echoed this sentiment, saying: "This year’s finalists are a wonderful representation of the young professionals that are leading the path in their respective career industries.”

The nominees for this year's Austin Under 40 are:

Architecture, Engineering, and Construction

Katie Coyne, Ashley Wainscott, Kim Power, Megan Lasch, and Ricardo J. Maga Rojas

Arts and Entertainment

Chet Garner, Cassandra King Polidori, Quinton Weathers, Tarik Daniels, and Danielle Benson

Civics, Government, and Public Affairs

Justin Murrill, Ellen Troxclair, Christopher Rios, Jo Cassandra Cuevas, and Dana Harris

Culinary Arts, Events, and Hospitality

John Antonelli, Kendall Antonelli, Lisa Hickey, Anthony Sobotik, and Mariam Parker

Energy, Mobility, and Transportation

Sam Sargent, Jennifer Duthie, Mica Crouse, Suzanne Russo, and Jonathon Blackburn

Financial and Insurance Services

Stephen Jeffrey, Chris Ragland, Kelley Rytlewski, Kerri Swope, and Donald Park

Innovation and Start-up

Erin Mays, Ruben Cantu, Jamie Chandlee, Brooke Waupsh, and Naomi Bourgeois

Journalism, Marketing, and Public Relations

Emily Ramshaw, Meghan E. Butler, Harold Hardaway,
Hema Mullur, and Jessica Scanlon

Legal

Kate Lincoln-Goldfinch, Betsy Peticolas, Caitlin Haney
Johnston, Elizabeth Henneke, and Danielle Ahlrich

Medicine and Healthcare

John Faught, Dr. Saya Obayan, Divya M. Varu, Sean
Paul, and Pritesh Gandhi

Nonprofit Service

Mimi Marziani, Meme Styles, Cristina Tzintzun
Ramirez, Derrick Lesnau, and Mike Thompson

Real Estate

Brittany Morrison, Paul Smith, Drew Griffin, Lockie
Ealy, and Salma Manzur

Sports, Wellness, and Fitness

Courtney Clark, Gloria Chan, Curtis Eggemeyer, Chi Chi
Randolph, and Aron Bautista

Technology

Jason Ballard, Ryan Collins, Kurt Rathmann, Jeff
Schmalbach, and Caitlin Hudon

Youth and Education

Ricardo Zavala, Jennifer Garcia, Dr. Larry Wallace Jr.,
Larry Chauvin, and Anneliese Tanner

In addition to the business categories, AU40 also honors
a person who has gone beyond typical mentor duties.

This year's nominees for mentor of the year are:

Mentor of the Year

Alexis Aauto Ferguson, Gayle Reaume, Jesse Bush
Butler, Sandra Spalding, and Robin Emmerich

According to Brown, it took AU40 judges more than 150
hours to cull through the list and pick the finalists. Now,
these lucky nominees must wait for May to find out if
they're top in their respective categories.

Tickets for gala and awards ceremony go on sale in
April, according to
website([http://austinunder40.org/ticketing-
information/](http://austinunder40.org/ticketing-information/)). For current sponsorship opportunities,
email sponsorship@austinunder40.org.

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From the Austin Business Journal:

<https://www.bizjournals.com/austin/news/2018/03/09/80-up-and-comers-and-mentors-to-know-austin-under.html>

80 up-and-comers and mentors to know: Austin Under 40 finalists named

Mar 9, 2018, 2:57pm CST

A new class of young business people and community leaders is in the spotlight as the 2018 finalists for the Austin Under 40 Awards were announced this week.

Organized by the Young Women's Alliance and the Young Men's Business League, the 20-year-old program highlights men and women under 40 years of age who are having a big impact on their companies/organizations, as well as Central Texas more widely. There is also an award for Mentor of the Year, regardless of age.

This year's Under 40 Awards are set for May 19 at the JW Marriott. Tickets are available online. Money raised goes to support the YWA Foundation and Austin Sunshine Camps.

To see the 80 finalists in 16 categories check out the table below.

2018 AU40 FINALISTS

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From the Austin Business Journal:

<https://www.bizjournals.com/austin/news/2017/07/17/84-women-to-know-abj-unveils-2017-profiles-in.html>

85 women to know: ABJ unveils 2017 Profiles in Power award nominees

Jul 17, 2017, 5:13pm CDT **Updated: Aug 25, 2017, 12:47pm CDT**

Editor's note: The 26 finalists and six winners in ABJ's 2017 Profiles in Power awards were unveiled Aug. 25. Go here to read more.

As the Austin area's reputation as a fast-growing, innovative metro continues to gain national acclaim, the city has seen an equally impressive increase in its cadre of female professionals who are guiding startups, industry giants and nonprofits.

This year, 85 women have been nominated in Austin Business Journal's annual Profiles in Power awards.



ABJ will unveil the 2017 Profiles in Power winners at a luncheon on Aug. 24 at the downtown JW Marriott hotel.

The finalists and winners will be unveiled during a luncheon Aug. 24 at the downtown JW Marriott hotel. Go [here](#) to buy tickets for the luncheon.

Last year, six winners were chosen from more than 100 nominees. The winners were: Ashley Alaniz-Moyer, executive director, Hispanic Scholarship Consortium; Adriana Cruz, president, Greater San Marcos Partnership; Nikki Graham, Austin market president, Bank of America; Sandy Guzman, legislative director for state Sen. Kirk Watson; Mini Kahlon, vice dean of strategy and partnerships, Dell Medical School; and Roberta Lang, global vice president and general counsel, Whole Foods Market Inc. Click on each person's name to read a feature article including their advice to other female professionals, and go [here](#) to see a slideshow of last year's six winners and 24 finalists.

Here is an alphabetical list of this year's Profile in Power nominees:

Theresa Alvarez, Wells Fargo

Rene Banglesdorf, Charlie Bravo Aviation

Brenda Barnes, B2 Legal Management LLC

Cortney Behrends, Mui'Ono

Heather Bendes, Spanning

Jo-Dee Benson, Cirrus Logic

Traci Berry, Goodwill Central Texas

Caroline Boudreaux, The Miracle Foundation

Liz Bradford, Bradford Public Relations

Amanda Bradford, The League

Sara Brand, True Wealth Ventures

Laurie Brewer, City of Georgetown

Rachel Brownlow Lund, Hill Country View magazine

Barbary Brunner, Austin Technology Council

Alecia Burdick, Savills Studley

Edna Butts, Austin ISD
Lori Camacho, Rackspace
Cecilia Camarillo, Parsley Energy
Margaret Casey, Durbin Bennett Private Wealth Management
Elisbeth Challener, Zach Theatre
Emily Chenevert, Austin Board of Realtors
Leigh Christie, Entrepreneurs Foundation
Rachel Clemens, TradeMark Media
Megan Coffey, Springbox
Reenie Collins, Health Alliance for Austin Musicians
Rebecca Contreras, AvantGarde LLC
Amy Cooper, Trove Artist Management
Rachel Coulter, JLL
Emily DeMaria, Central Texas Food Bank
Tina Dobie, WP Engine
Laura Donnelly, Latinitas
Mary Ellen Dugan, WP Engine
Katie Fang, SchoolLinks
Tamara Fields, Accenture
Claudia Garcia, Sabre Commercial
Monica Gill, Bridgepoint Consulting
Ana-Cristina Gonzalez, Saint Williams Catholic Church
Jennifer Gooding, Prime Tech PR
Dawn Hall, AttainIt
Kim Hanks, Whim Hospitality LLC
Michele Heyman, Heyman & Associates PLLC
Jessica Honegger, Noonday Collection

Heather Hoover-Salomon, uShip Inc.
Jennifer Jasper, Munck Wilson Mandala LLP
Annie Liao Jones, Rock Candy Media
Rachael Kelly-Marcus, Verts Mediterranean Grill
Natalie Kennedy, Kennedy Creative Events
Shelley Koegler, ESO Solutions
Mary Lopez Dale, The Mary Dale Law Firm PLLC
Lauren Luensmann, Rackspace
Jennifer Mabe, ESO Solutions
Belen Marcos, Cintra
Kristin McClure, Parsley Energy
Katherine McLane, The Mach 1 Group
Alexis Michael, Bank of the Ozarks
Sarah Moore, Spredfast
Alicia Morris Groos, Norton Rose Fulbright
Neena Needal, Civitas Learning
Melissa Neslund, Armbrust & Brown PLLC
Sandra Nguyen, Volusion
Jenna Oltersdorf, Snackbox
Maria Orozova, The MOD Studio
Jennifer Oswald, We Moxie
Rina Patel, Wells Fargo
Dana Read, PricewaterhouseCoopers
Stephanie Reed, Parsley Energy
Andrea Richeson, TradeMark Media
Lani Rosales, The American Genius
Valerie Salinas-Davis, EnviroMedia

Anna Sanchez, Wells Fargo

Jessica Scanlon, Hot Dog Marketing

Stacy Schmitt, Texas Disposal Systems

Dillar Schwartz, Austin Properties Group

Lisa Smith, Republic Promos Inc.

Niyanta Spelman, Rainforest Partnership

Kara Stewart, Neurobiologix

Julie Sutton, Domain Northside

Kristi Svec Simmons, Aquila Commercial

Kerri Swope, Care.com HomePay

Holly Tachovsky, BuildFax

Christa Tuttle, Launch Marketing

Kimberly Watson-Hemphill, Firefly Consulting

Laurie Wier, D. Quick Commercial Management

Rachel Wyatt, Wyatt Brand

Kimberly Yelkin, Gardere Wynne Sewell LLP

Interested in seeing the scene at last year's Profiles in Power luncheon? See some of the photos from the event [here](#).

Statesman

Hot Dog aims to help little dogs with marketing plan

By Jennifer Wisian

Posted Jan 24, 2014 at 12:01 AM

Updated Sep 27, 2018 at 5:08 AM

By Jennifer Wisian

Hot diggety dog, Hot Dog Marketing relishes the company's recent move to Round Rock.

In December, Jessica Scanlon moved her business headquarters from Austin into the Heritage Office Suites off East Palm Valley Boulevard. Hot Dog Marketing began in 2008, and is dedicated to providing big business marketing practices solely for small businesses.

"I began in corporate America and learned all the sophistication of their marketing, and I chose to bring [small businesses] up to the big business level," Scanlon noted. "We give small businesses a level playing field to get their name out there and bring in more business for them."

The majority of Hot Dog Marketing's clients are sole proprietor businesses like lawyers, business coaches, bookkeepers and realtors, but Scanlon says a handful of their clients – Eagle Office Products and Texas Spanish Academy to name examples – are a bit larger.

"I work with any company that employs anywhere from one to ten people maximum," she said.

Hot Dog Marketing offers various choices of services, ranging from start-up projects with logo design, website creation and business cards, to monthly marketing management packages with updates, blogs and tracking of all social media platforms.

“We’re the company to help do all the things a business would wish to do if they had more time,” Scanlon said. “For example, an owner of a daycare needs to spend his or her time with the kids, while we can handle the newsletters, webpage content and emails for them.

“What’s important is that we work as a team. When working with a client, we become partners with them and learn all about their business. We become invested in them and it becomes a long-term relationship and not a ‘churn and burn’ type of campaign. I am the marketing manager they can turn to whenever needed. We’ll find the best solution for their company with branding, a strategy, anything they might need to get more out of the time they spend with me. I want to have that kind of relationship with each client.”

Hot Dog Marketing has about 50 clients in the Central Texas area, but Scanlon invests most of her time in Round Rock. She’s an active member of the Round Rock Chamber of Commerce and one of the co-chairs of the Williamson County Marketing Alliance.

The Williamson County Marketing Alliance hosts monthly luncheons for small business owners, with a different guest speaker each month sharing his or her expertise to the group.

“The hope is to offer up the same services, workshops, and networking possibilities to the people of Williamson County that the people of Austin have with the Austin chapter of the American Marketing Association,” she said.

Between the move to Round Rock and the formation of the Williamson County Marketing Alliance, Scanlon is branding herself as a Hot Dog Marketing representative.

“I want to help [small business owners] put their best foot forward and show them how a solid marketing plan through Hot Dog Marketing is worth the investment,” she said. “Our rates are relatively affordable and our services actually save the clients money in the long run.”

Hot Dog Marketing’s new office is located at 1000 Heritage Center Circle. For more information, visit hotdogpr.com or call (512) 537-6575.

HR/BENEFITS

These Founders Couldn't Afford Traditional Employee Benefits, So They Did Something Even Better

You can't compete with big corporations on employee benefits, but you can still attract top talent. These micro-business owners have it all figured out.

[in](#) [f](#) [🐦](#)

By Marla Tabaka [🐦 @MarlaTabaka](#)



CREDIT: Getty Images

The topic of employee benefit packages is a thorn in the side for many small-business owners. There's just no way you can [compete with the mid-market and corporate employers](#) out there, so stop worrying about it. I have worked with many micro-business owners who have found [less conventional ways to attract and reward top talent](#).

One thing small-business owners discount is the value that working for a small company brings to the table for today's younger workforce. They feel reluctant to go after top talent, believing employees would not leave the comfort of a six-figure salary with a great benefits package. Often, they are wrong.

Many people are deserting their [corporate cubicles](#) in favor of [flex time](#), an opportunity to have their voice heard, to feel a sense of ownership, and gain perks that would have been mocked and laughed at a mere 15 years ago. I reached out to small-business owners with three to nine employees who have successfully maintained a happy, loyal lineup of highly skilled employees. These founders offer creative solutions ranging from free perks to an affordable means to provide medical care benefits.

1. Employee perks that cost little to nothing.

I was surprised to see bicycles and other ways to make commuting easier and more fun among the top on the low-cost benefits list. For employees at the design studio [Dialogue Theory](#), these include memberships to Citi Bike, New York's most-popular bike sharing service, and commuter benefits, allowing the pretax purchase of MetroCards.

"We understand that our potential hires--digital designers and developers--are highly coveted and that, being a small firm, we need to find creative ways to compete," says co-founder Chris Oquist.

At the people screening service [Certn](#), they actually purchased each employee a Certn branded bike. The manufacturer offered a large discount and employees love riding to work. Better yet, there's a perk for the employer as well. "The number of people who see the bikes and want a job with us is actually

insane," says co-founder Andrew McLeod. The company also offers a "blank check" for online learning courses at [Udemy](#) and [Coursera](#), even if the topic isn't directly related to the team member's role.

Jessica Scanlon, CEO of [Top Dog at Hot Dog Marketing](#), has some innovative ideas: Final Friday is a big hit at her company. "Six times a year, we offer the last Friday of the month as a free day for employees to work on personal projects or pursue their own professional development," says Scanlon. She also barter her PR services with local coaches and consultants to get training and employee engagement perks at a lower cost or for free. "Little gifts and treats around silly holidays go a long way for a hardworking team," Scanlon says. "We have employees spin a prize wheel on their work anniversary for things like a paid day off and \$50 gift cards."

2. Speaking of flex time...

Rather than counting hours, many employers are loosening up the rules around the 40-hour week. While Scanlon offers a professional development day, others have [no official in and out times](#), no set minimum or maximum lunch breaks, and the opportunity to work remotely on Fridays. This is the case at Mekky Media Relations. "I do feel other benefits [outside of healthcare] are a big help to create a positive culture and motivated employees," says founder Michelle Mekky.

Naturally, employers can always fall back on feeding the hungry troops as a fun incentive. Flynn Zaiger, CEO at [Online Optimism](#) didn't have to spend much at all to make his first employee happy. "I was hungry and loved the burrito restaurant down the street," he says. So, every Friday, to celebrate his hard work and our weekly wins, we'd go down the block and enjoy a burrito on my company's tab. For about six dollars a week (eight if we ordered guacamole) it was an extremely low-cost motivational tool. But it worked." The New Orleans based company has since moved on to healthier options by offering Friday meals in local restaurants. "Taking advantage of what makes your office unique (in this case, our geography) is a great way to find unique benefits for your organization," says Zaiger.

3. Employee benefits that cost just a little bit more.

Allyson Conklin, founder of [Allyson Conklin Public Relations](#), hits the road with her employees. "What I've discovered over the past few years is that my employees, who are mostly Millennials, choose to work at my company because of the work/life balance, mentorship, and growth opportunities. So we offer more nontraditional benefits," says Conklin. One of those benefits is what Conklin calls an annual enrichment trip. "After an employee has worked for me for a year, I give them the opportunity to choose a conference or event that we can attend together. It doesn't necessarily need to relate to PR, but instead can be something that will ignite inspiration and growth in their career and personal life and will give us the opportunity to connect one-on-one outside of the office."

As their companies grow well into six-figure annual revenues, many employers begin to offer medical benefits in addition to the culture-building benefits like those above. You don't have to jump in with both feet either; most begin with a monthly stipend toward the cost of insurance.

The best way to determine effective perks and benefits? Ask your employees. Don't get hung up on what you think is important. They may have a very different set of priorities.

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From the Austin Business Journal:

<https://www.bizjournals.com/austin/blog/at-the-watercooler/2014/04/your-latest-startup-just-failed-now-what-abj.html>

Your latest startup just failed: Now what? ABJ experts have the answers

Apr 14, 2014, 7:47am CDT

Your latest can't-miss startup has failed. What do you do first? The Austin Business Journal panel of experts has some sage advice to help you deal with the aftermath and move on.

For starters, it's important not to be in denial when figuring out who to blame. After you take that responsibility head on, then it's time for some strategic thinking. Here's the ABJ experts' advice, and click on the photo to see a few other local experts' opinions on how to cope.



Do a thorough debriefing to understand what elements may have caused the business to fail. Not only will it help you avoid making the same mistakes twice, but things that posed a challenge in one business could present opportunities for an entirely new business plan.

- Dustin Wells, founder and CEO, Headspring Systems Inc.

The world needs more great entrepreneurs, so don't give up. The first thing you should do is dig deep and figure out what key insights you've gleaned from your experience, and how those insights can be leveraged to develop your next big idea. Spend time with your advisers and think through what you can work on next.

- Ryan Pitylak, CEO, Unique Influence Inc.

First of all, don't be discouraged. The process of being an entrepreneur is a learning experience. Examine your missteps so you don't make the same ones with the next great venture. If you stay positive and aren't too stubborn to learn from your mistakes, then you're bound to succeed eventually.

- Jessica Scanlon, owner, Hot Dog Marketing LLC

Don't skip a beat. Honestly evaluate. Talk to key people who have wisdom to share and learn from mistakes or personal weaknesses. Make smart changes in yourself and circumstances. Research the next pivot, and take into account what failed but have a different approach or start over. Bottom line: the only real failure is to stop moving forward.

- Shari Wynne Ressler, founder, CEO, MWR Legal + Incubation Station

Go on vacation.

- Cary Prewitt, CEO, Black Star Hospitality

The seeds of success are left after the fires of failure. First, ask yourself if you're cut out to be an owner. Failure is always a potential. If you answer "yes, then analyze your numbers and your market. Those "seeds" tell you what the most valuable, accessible, and lucrative market wants, how it functions, and what it will pay. Smart entrepreneurs use this information to create a new, profitable future.

- Jan Triplett, CEO, Business Success Center

Greg Barr

Managing Editor

Austin Business Journal

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<https://www.bizjournals.com/austin/news/2018/02/12/5-ways-your-business-can-adapt-to-facebook-changes.html>

5 ways your business can adapt to Facebook's changed news feed

Feb 12, 2018, 7:47am CST

Let's not fool ourselves. Facebook Inc. wouldn't do anything to truly hurt the businesses it relies on.

On Jan. 11, when Mark Zuckerberg announced a dramatic change in how information is going to be served to its users on its news feed, he made a point to mention placing a higher priority on meaningful content from people's profiles over content produced by business pages. Brands, publishers and small businesses have been in a panic ever since trying to figure out how this change will affect their marketing return on investment on the popular platform.



DAVID PAUL MORRIS | BLOOMBERG

Mark Zuckerberg, CEO and founder of Facebook Inc., in California in October 2017.

Here's a few things to keep in mind to survive the latest update:

- **Facebook's concern might equal better returns in the long run:** Consider this a retraining period for Facebook users. With the 2016 federal election scandal and people becoming more passive on the platform, Facebook knows that people who spend more quality time on the platform will make higher-quality customers for the businesses that advertise. This move, Facebook hopes, will increase the amount of time people spend on Facebook because they enjoy it more.
- **Be ready to spend more:** Facebook has continually decreased organic reach by businesses over the past several years and it directly relates to its business model. This latest update is just another step in limiting organic reach, which can be combatted by, you guessed it, advertising dollars. If your business survives on revenue from Facebook users, then take a hard look at your current acquisition costs. I suspect they'll rise this year and you'll be forced to dedicate more cash to the advertising platform.
- **Use Facebook's other features:** Facebook has invested in spin-off apps and features. Facebook Live, Messenger and Groups are underutilized by brands and businesses. All of these features make it easier to create interactive content and connect that content with audiences. While Facebook tries to attract more users to these features, your organic reach will likely be better if you utilize them.
- **Up the quality of your daily content:** Facebook has stated that pages that do well in creating interactive and engaging content will continue to thrive. What this really means is that your business' current content probably isn't good enough to get organic reach (because most businesses aren't good at this). It's time to invest in video, photography, graphic design and your brand's story. The visuals and creativity related to what you post is ultimately what will draw people's attention and get the "real engagement" Facebook wants to reward. Baiting engagement through like, follow and comment contests will be discouraged over time so originality on social is going to be in high demand.
- **Tap into the people part of social media:** It should go without saying, but if Facebook is going to prioritize people's posts over page posts, then it's time to think about who can be a good ambassador for your brand

and come up with a strategy to use people posting about the business in a non-spammy way. Using influencers to help further your brand reach and awareness is one way to accomplish this — but only when you are selective about with whom you work. Influencers are gifted at the interactive content portion of social media. Finding an influencer that reaches your target audience and can work on your brand's behalf is a tactic to consider.

Another course to consider is using brand ambassadors in the form of loyal clients who would be happy to help you spread the word for a little extra TLC (or just because they like you). Additionally, internal ambassadors, such as the CEO or spokesperson of the company, can thoughtfully support marketing's efforts on social media by sharing company content and commenting on it.

So, is all of this worth it? Yes.

Finding ways to invest in your organic reach, like in all digital activities, is still one of the best strategies for the long-term health of an online marketing program. Only spending time and money on advertising will make your business overly dependent on ad dollars. Over time, investing in your own brand and getting higher-quality followers through organic reach will have a better, sustainable return even if the growth is slower. We've been through this before with Facebook and we came out on the other side a little worse for wear, but savvier, and we can do it again.

Jessica Scanlon is CEO and founder of Austin-based Hot Dog Marketing.

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From the Austin Business Journal:

<https://www.bizjournals.com/austin/print-edition/2014/05/30/jessica-scanlon-how-to-get-the-most-out-of-online.html>

Jessica Scanlon: How to get the most out of online reviews

🔑 **SUBSCRIBER CONTENT:** May 30, 2014, 5:00am CDT

Featuring your business on online review sites is a necessary piece of the Internet marketing puzzle. But when a bad review starts to sour your business, how do you turn it around into a positive piece of marketing?

At the outset, it's typical to want to hide and go through the typical stages of grief:

Denial: "This review doesn't mean anything. They don't know what they're talking about. No one is going to see it."

Anger: "How dare they? They don't know what they're talking about? They're out to sabotage me and my business."

Bargaining: "Maybe if I call Yelp! and explain the situation they'll remove the review for me."

Depression: "My business is over."

Acceptance: “People will be people. I’m bound to get a mix of good and bad reviews.”

That last one, acceptance, is a dangerous place to end up. The fact is, bad reviews can definitely impact your business, especially among 30-45 year olds. Millennials and Gen-Xers, the emerging group of consumers with rising income, rely heavily on Internet reviews before making purchasing decisions. A proactive response to negative reviews is your key to turning negative reviews into a good thing for your business.

In the old days of marketing, companies spent tons of money and time trying to collect honest feedback on their products and services so they can work to make their company stronger. Now, the Internet provides that feedback for us for free.

Online reviews are a part of this new era in marketing. Take advantage of the extra exposure and relish in the results, even when bad reviews pop up.

Here’s the best way to turn those lemon reviews into lemonade:

1. Honestly examine the content of the review.

This is a tough step, especially if you have a lot of pride in your business, which most of us do. Take a deep breath and step outside of yourself for a moment and calmly examine the review for its good and bad points.

2. Examine your products, pricing and how you deliver your products.

The first three P’s of the marketing mix are product, pricing and placement [distribution], which is the heart of your business. Usually, if you’re encountering poor reviews online, you’ve got an issue with one of the three P’s that needs to be fixed. Use these online reviews as an opportunity to improve your business and implement new training for employees if necessary.

3. Reply to the comment quickly.

Don't let your bad reviews burn a hole into your online reputation. Websites like Yelp! and customer reviews on places like Amazon.com are there to provide transparency for the consumer. Show the consumer you understand this by replying publicly to the review online in a calm and respectful manner. Address the issue and how you plan to resolve it. Most people will be impressed with your willingness to interact and find a solution that they often repost a positive review later or remove their negative review.

Jessica Scanlon is principal at Austin-based Hot Dog Marketing LLC

Jessica Scanlon

Contributing writer

Austin Business Journal



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From the Austin Business Journal:

<https://www.bizjournals.com/austin/print-edition/2016/01/01/how-to-deal-with-negativity-online-as-told-by-a-pr.html>

How to deal with negativity online, as told by a PR expert

🔑 **SUBSCRIBER CONTENT:** Jan 1, 2016, 5:00am CST

Featuring your business on online review sites is a necessary piece of the Internet marketing puzzle. But when a bad review starts to sour your business, how do you turn it around into a positive piece of marketing?

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Online reviews are a part of this new era in marketing. Take advantage of the extra exposure and relish in the results, even when bad reviews pop up.

Here’s the best way to turn those lemon reviews into lemonade:

Honestly examine the content of the review

This is a tough step, especially if you have a lot of pride in your business, which most of us do. Take a deep breath and step outside of yourself for a moment and calmly examine the review for its good and bad points.

Examine your products, pricing and how you deliver your products



Hot Dog Marketing LLC Principal Jessica Scanlon urges businesses to proactively respond to negative online reviews.

The first three P's of the marketing mix are product, pricing and placement [distribution], which is the heart of your business. Usually, if you're encountering poor reviews online, you've got an issue with one of the three P's that needs to be fixed. Use these online reviews as an opportunity to improve your business and implement new training for employees if necessary.

Reply to the comment quickly

Don't let your bad reviews burn a hole into your online reputation. Websites like Yelp! and customer reviews on places like Amazon.com are there to provide transparency for the consumer. Show the consumer you understand this by replying publicly to the review online in a calm and respectful manner. Address the issue and how you plan to resolve it. Most people will be impressed with your willingness to interact and find a solution that they often repost a positive review later or remove their negative review.

Jessica Scanlon

Contributing writer

Austin Business Journal



The List

The List: Top Austin-area website developers Ranked by Austin office revenue 2017

Locally Researched by: Patricia Rogers, Austin Business Journal

Aug 3, 2018, 5:00am CDT Updated: Aug 17, 2018, 9:31am CDT

Staff Austin Business Journal

The 2018 list of Website development firms in the Austin area is open to companies with offices in the Austin area. Firms included on this list are primarily focused on web design and development, along with a host of related services. Common services are typically part of an integrated suite of functionality connected to the backend site design and user interface, such as SEO and ecommerce. Services also include branding, social media, video streaming, app development and hosting.

See separate list of firms specializing in advertising and marketing. Due to the overlap in services provided, firms must choose to be represented on one list, or the other. Information is gathered from ABJ surveys sent to company representatives. Only firms that responded to requests for information and disclosed revenue are included.

See also related ABJ list of:

*Advertising & marketing firms

*Public relations firms (online only)

Rank	Business name (Prior rank)	Austin office revenue 2017	Services offered	Major projects*: No. of full Websites designed & launched 2017	No. of other types of smaller Web development, such as Facebook tabs and Mobile Apps	Representative clients and websites	Austin area
1	Springbox 708 Colorado St. Austin, TX 78701 512-391-0065 springbox.com https://www.bizjournals.com/profile/company/org_ch_50f137ba4dfb9226b2dc34bb330cd0ef	9091000	Strategy; analytics; UX research; responsive websites; demand gen campaigns; brand transformation; custom and mobile apps; ecommerce deployments and IOT applications	30	NA	lawpay.com; bp.beneplace.com; cleareresult.com	75
2	Four Kitchens 4300 Speedway #49019 Austin, TX 78765 512-454-6659 fourkitchens.com	5000000	Digital strategy; UX; content strategy; design; development; website support	14	12	NYU College of Global Public Health (publichealth.nyu.edu); Public Radio Int'l (pri.org); Society of Hospital Medicine (hospitalmedicine.org)	40

3	<p>Mighty Citizen 2400 Webberville Rd. Bldg. B Austin, TX 78702 512-459-7000 mightycitizen.com https://www.bizjournals.com/profile/company/org_ch_c2ad638af9c8dc879b2ab37548b370d1</p>	3637652	Strategy, audience research, branding, UX, design, web/app development, user testing	7.0	6.0	Texas Health and Human Services, University of Texas, Michael & Susan Dell Foundation	21
4	<p>Clarity Ventures Inc. 9442 N. Capital of Texas Hwy. #925 Austin, TX 78759 800-928-8160 clarity-ventures.com</p>	3600000	Collateral design/web marketing: build/test/launch any site, portal, mobile app: includes branding/logos, optimization, SEO, print, video marketing/support; ecommerce app dev (40%)	65	25	San Diego International Airport (san.org); Merck Pharmaceutical (shop.homeagain.com); Boedeker Plastics (boedeker.com)	25
5	<p>EX2 Solutions Inc. 11900 N. RR 620 Austin, TX 78750 512-651-8807 exsquared.com</p>	3380500	Digital strategy, enterprise CMS, mobile apps/websites; custom web develop; interactive retail kiosks, user experience design, rich media visualization	11	NA	Anywhere Woman Project; HERdacity; Lennar Corp.; TeleDynamics	7.0
6	<p>WEBii.net 8900 Business Park Dr. #100 Austin, TX 78759 512-241-1777 webii.net</p>	3200000	Web design/development; application development; SEO; content optimization; web hosting; website maintenance	25	15	The Online Driving Professor; Pflugerville Fire Department ESD 2	4.0
7	<p>Cooper Consulting Co. 601 Farley Dr. Austin, TX 78753 512-527-1000 cooperconsulting.com https://www.bizjournals.com/profile/company/org_ch_37ccd2a8b4721e234e4a33ccb752c8</p>	2800000	Full software development life cycle from requirements to design to implementation for transactional business applications requiring a web front end	8.0	0.0	HHSC; DSRIP; TWC BEC	36
8	<p>Digitech Web Design LLC 7703 N. Lamar Blvd. #510 Austin, TX 78752 512-653-3003 digitechwebdesignaustin.com https://www.bizjournals.com/profile/company/org_ch_e6b12c84a7b1c76f0a003ad6e27463a2</p>	2754000	Branding; strategy; research; user experience design; visual design; development; digital marketing	30	12	universalproductionmusic.com; wm.com/us; expo.ppai.org	7.0
9	<p>Monkee-Boy Web Design Inc. 9390 Research Blvd. Kaleido II-425 Austin, TX 78759 512-335-2221 monkee-boy.com https://www.bizjournals.com/profile/company/org_ch_a0e7c0ade61c63f3d8b3d73e1c3a0983</p>	1800000	Digital strategy, design, development, marketing, maintenance and analytics	20	15	doubledaves.com; caritasofaustin.org; my35construction.org (for TxDOT)	17
10	<p>White Lion Interactive 2400 Cesar Chavez St. #208 Austin, TX 78702 512-481-8819 wlion.com https://www.bizjournals.com/profile/company/org_ch_a8ce5155973c369e6227eef6af1656f0</p>	1200000	Thinkers, creators, and builders; capabilities span digital marketing, custom web design and complex web application development	12	NA	Texas Apartment Assn; Hudson Manufacturing; Boys & Girls Club of Austin	9.0

11	ATX Web Designs 11801 Domain Blvd. Third Fl. Austin, TX 78758 512-637-1699 atxwebdesigns.com	1000000	Website design/development; UI Design; mobile app	68	7.0	vista360health.com; pecutx.org; cwshousing.com	1.0
12	Glide LLC 700 Lavaca St. #1499 Austin, TX 78701 512-215-4236 glidedesign.com	975000	Values-based digital creative agency offering strategy; UI/UX design; web development serving startups, nonprofits and leading brands in Austin	18	25	tacodeli.com; crossmarkglobal.com; amarillochildrenshome.org	5.0
13	Pixeldust Interactive Inc. 106 E. Sixth St. Austin, TX 78701 979-393-3733 pixeldust.net	920000	Drupal development	5.0	2.0	Mahindra USA; Accordance Software; ESPN	4.0
14	AO Design P.O. Box 846 Liberty Hill, TX 78642 512-515-0119 aodesign.com	900000	Integrated web design and database development	79	34	innovationluxuryhomes.com; phoenixelectrictx.com; 1am23.org	13
15	HMG Creative 3809 S. Second St. A-200 Austin, TX 78704 888-744-0464 hmgcreative.com	850000	Full-service digital agency; brand strategy and development, UI/UX, visual design, web development, digital marketing	20	30	Capital Factory; OriGen Biomedical; Thermo Fisher Scientific; AshBritt	12
16	Hot Dog Marketing 1490 Rusk Rd. #102 Round Rock, TX 78665 512-537-6575 hotdogmarketing.net	625826.63	Custom and template based Wordpress websites; SEO; content development; photography and video; branding and graphic design; website hosting; Wordpress maintenance	35	NA	profitfoundry.com; malauzai.com; mensfertilityaustin.com	10
17	Standard Beagle 7801 N. Lamar Blvd. Ste. B 163 Austin, TX 78752 512-450-6830 standardbeagle.com	600000	Information architecture design; mobile and web app design; responsive design; UX/UI design; Website design	8.0	NA	texasassessment.com; rellis.tamus.edu; focusfitnessaustin.com	4.0
18	Polycot Associates Inc. 3110 Sasparilla Cv. Austin, TX 78748 512-762-6547 polycotassociates.com	473491	Website planning/design/development; SEO; social media integration	6.0	NA	Autodesk University (au.autodesk.com); Emergo (emergobyul.com); Influence Opinions: developed web app for internal use	6.0
19	ii inc. 8 Cicero Ln. Austin, TX 78746 512-477-4837 interaction.net	452000	Web app development; Ruby on Rails; Phoenix (elixir); eCommerce; VoIP applications; iOS Mobile Apps	5.0	4.0	mbsquoteline.com; liveoak.net; pearweb.org/atis	3.0

20	<p>Tandem Web Co. 2124 E. Sixth St. #105 Austin, TX 78702 512-524-2653 tandemwebco.com https://www.bizjournals.com/profile/company/org_ch_40236b8d47da6ab0ff5c71a1e35e43c8</p>	350000	Website design and development; e-commerce, Wordpress customizations; website maintenance and hosting	6.0	0.0	Deep Eddy Vodka; Salt Lick BBQ; Lady Bird Johnson Wildflower Center	2.0
21	<p>Branding & Beyond 407 City Park Rd. Pflugerville, TX 78660 512 825-4643 branding-beyond.com</p>	290000	Strategy/planning/execution; copywriting;, website design/development; launch plans; marketing; maintenance	8.0	NA	nicholsandphipp.com; tayloriron.com; becaustin.com	2.0
22	<p>TXCAPstudio 5900 Southwest Pkwy. #5-520 Austin, TX 78735 512-943-6515 txcapstudio.com</p>	100000	WordPress-specific web design agency offering WordPress development; user experience design; WooCommerce development; Genesis Theme development; On Page SEO; custom website design; API integrations	10	NA	jennykingphotography.com; slonesaddles.com; jwelchfarms.com	2.0
23	<p>TECHsan Media LLC 9600 Newfoundland Cir. Austin, TX 78758 512-953-5487 techsanmedia.com</p>	85000	Digital marketing agency: website design; SEO; local SEO; content creation; social media management; virtual 360 tours; logo design; graphic design; drone service; business photography	NA	NA	Dumpsters; Austin Windowerks; Swim School of Austin	2.0
24	<p>Elevation Firm 600 Congress Ave. Fl. 14 Austin, TX 78701 512-910-2420 elevationfirm.com</p>	78453	Wordpress design	15	NA	Stephens Law PLLC; Adisa Communications; Kickfin	4.0

From the Austin Business Journal

[:https://www.bizjournals.com/austin/subscriber-only/2018/09/14/the-list-top-austin-area-ethnic.html](https://www.bizjournals.com/austin/subscriber-only/2018/09/14/the-list-top-austin-area-ethnic.html)

The List

The List: Top Austin-area ethnic minority-owned businesses Ranked by Gross revenue 2017

Locally Researched by: Patricia Rogers, Austin Business Journal

Sep 14, 2018, 5:00am CDT

Staff *Austin Business Journal*

The 2018 list of ethnic minority-owned businesses is open to eligible firms in the Austin-area. To be eligible, a firm must be at least 51 percent owned by an ethnic minority with local headquarters. Women-owned firms are not included, unless also they can also claim ethnic status. With 23 participating firms, the list has plenty of room to grow.

ABJ gathers information from list surveys sent to company representatives, along with other industry sources, such as the Inc. 5000. Firms must disclose revenue to be included.

See also the related list of women-owned businesses.

Rank	Business name (Prior rank)	Gross revenue 2017	% minority-owned	Ethnic group	List primary owners and percent of ownership for each.	Minority Business Enterprise Certifications	Business description
1	Journeyman Construction LLC 1000 N. Lamar Blvd. #400 Austin, TX 78703 512-247-7000 journeymanco.com	101978067	51.9600000000000009	Asian Pacific American	Sam Kumar 51.96	none	General contractor, construction manager and design-build contractor
2	LatinWorks 410 Baylor St. Austin, TX 78703 512-479-6200 latinworks.com https://www.bizjournals.com/profile/company/org_ch_3900454b821441014140512e3e1483b8	18500000	51	Hispanic American	Manny Flores and Alejandro Ruelas 51%; Omnicom Group 49%	NMSDC	Advertising; strategic business intelligence; digital; experiential; media planning/buying; branding; design
3	Austin Underground Inc. 18825 Packsaddle Rd Jonestown, TX 78645 512-535-3285 austin-underground.com	16800000	100	Hispanic American	Rick Vavro 95%, Tony Franco 5%	COA; SBA; DBE	Utility, roadway, concrete construction for municipal, state, private and institutional clients

Rank	Business name (Prior rank)	Gross revenue 2017	% minority-owned	Ethnic group	List primary owners and percent of ownership for each.	Minority Business Enterprise Certifications	Business description
4	Alpha Paving Industries LLC 15 Roundville Ln. #100 Round Rock, TX 78664 512-677-9001 alphapaving.com	16135854	55	Asian Pacific American	Andrew Kim (55%); Scott Sneed (45%)	COA; DoT; HUB; DBE	Full-service paving and pavement maintenance company specializing in municipal, commercial and aviation projects
5	Gibson Concrete LLC 4613 Priem Ln. Pflugerville, TX 78660 512-251-4636 gibson-concrete.com https://www.bizjournals.com/profile/company/org_ch_efceadc73899ab09d3117cc28062afeb	11500000	51	Hispanic American	Wanda Gibson (51%); Marty Gibson (49%)	COA; SBA; HUB	Commercial concrete contractor known for a well supported infrastructure that delivers exceptional performance
6	The Personnel Store Inc. 823 Congress Ave. #190, #210 Austin, TX 78701 512-236-1400 thepersonnelstore.com https://www.bizjournals.com/profile/company/org_ch_4847ec473b63e269f0c7d70398ccf435	10900000	51	Hispanic American	Elizabeth Watts 51%; Scott Cunningham 49%	COA; SBA; HUB	Staffing services: temp, temp-to-perm, direct hire; professional placement for hospitality/food service, office/clerical, property management and labor industries
7	Capitol City Janitorial Inc. 2420 Patterson Industrial Dr. Pflugerville, TX 78660 512-670-2800 ccjanitorial.com https://www.bizjournals.com/profile/company/org_ch_684d48185c15482bd7bc63a28d841240	6148413	51	Hispanic American	Blanca Behseresht 51%; Mike Behseresht 49%	HUB	Janitorial services for offices/comm'l buildings; construction final cleaning, window, carpet and floor cleaning
8	CyberTex Institute of Technology 6300 La Calma Dr. #350 Austin, TX 78752 512-454-6116 cybertex.edu	5282984	100	Subcontinent Asian American	Iqbal Sheikh 51%; Zahida Shaikh 49%	COA; HUB	Vocational school teaching courses in IT, medical and health care

Rank	Business name (Prior rank)	Gross revenue 2017	% minority-owned	Ethnic group	List primary owners and percent of ownership for each.	Minority Business Enterprise Certifications	Business description
9	Building Team Solutions Inc. 7103 E. Riverside Dr. Austin, TX 78741 512-258-5336 btsjobs.com https://www.bizjournals.com/profile/company/org_ch_94cdc051ffa53397cd181c80fd4a282f	5000000	100	Hispanic American	Britanie Olvera 100%	COA; SBA; HUB; DBE	National recruiting and placement strategist, focused on helping clients in the construction & industrial industry attract (recruit) and hire top talent
10	Austin Staffing Inc. 7600 Burnet Rd. #230 Austin, TX 78757 512-647-8233 austinstaffing.net https://www.bizjournals.com/profile/company/org_ch_5faf750517f35774802a1671bddb3657	4500000	100	African American	Gina Littlefield 51%; Chris Guaydacan 49%	COA; SBA; HUB; DBE	Full-service staffing and recruiting firm focused on administrative, management, contact center, engineering, HR, and other professional-level positions
11	Word of Mouth Catering 919 W.12th St. Austin, TX 78703 512-472-9500 wordofmouthcatering.com	3500000	100	African American	Leslie Moore 100%	none	Food and beverage catering, bakery, cafe, wedding venue
12	AWS Inc. 8708 S. Congress Ave. Ste. A-120 Austin, TX 78745 512-233-4638 awscommunications.net	2995182	97	Native American	Bobby McClung 51% Native American; Michael Huerta 48% Hispanic	COA; SBA; HUB; DBE	Communications infrastructure design and installation and maintenance including data, GPON fiber, Cellular and Public Safety DAS
13	Texas Engineering Solutions LLC 3815 S. Cap. of Tx. Hwy. Bldg. III-300 Austin, TX 78704 512-904-0505 txengs.com https://www.bizjournals.com/profile/company/org_ch_81087f55bd610e4882ea2b759fe4288b	2838453	54	Hispanic American	Stephen Delgado 54%; Hank Smith 40%; Mark Vories 6%	COA; DoT; HUB; DBE	Civil engineering consulting firm that provides design services to both public/private sectors

Rank	Business name (Prior rank)	Gross revenue 2017	% minority-owned	Ethnic group	List primary owners and percent of ownership for each.	Minority Business Enterprise Certifications	Business description
14	Texas Health and Science University 4005 Manchaca Rd. Austin, TX 78704 512-444-8082 thsu.edu https://www.bizjournals.com/profile/company/org_ch_00aba089a56af4889c3c9e692ea55ca8	2520000	100	Asian Pacific American	Lisa Ping-Hui Tsao Lin 100%	none	Offers master and doctor degrees in Acupuncture and Oriental Medicine; also MBA, MBAH and BBA
15	SmartTouch Interactive 4833 Spicewood Rd. #102 Austin, TX 78759 512-333-4008 smarttouchinteractive.com	2320000	68	Hispanic American	Robert Cowes 68%; Alan Daniel 19%; NA small angel investors 13%		Marketing and software subscription based services; Integrated CRM and marketing automation for residential developers, home builders, brokers, timeshare sales, leasing and email marketing
16	Dagar's of Austin Catering Inc. 834 Kramer Ln. Austin, TX 78758 512-719-5524 dagarscatering.com https://www.bizjournals.com/profile/company/org_ch_6ec0999f90768833ec92822f829d7d4a	2200000	51	Other	Kathryn Albarado 51% and Donna Dagar 49%	SBA	Turn-key catering company that helps clients hold events that meets their needs and expectations
17	Landesign Services Inc. 1220 McNeil Rd. #200 Round Rock, TX 78681 512-238-7901 Lndsgn.com https://www.bizjournals.com/profile/company/org_ch_02d7ab5389628184eb5de290045cca61	2026888	60	Hispanic American	Brandy Tabor 60%; Travis Tabor 40%	HUB	Professional land surveying
18	Azarmehr Law Group 2720 Bee Caves Rd. Austin, TX 78746 512-732-0555 algvisas.com	1891000	100	Other	Mehron Azarmehr 100% (Persian)	none	Immigration law firm

Rank	Business name (Prior rank)	Gross revenue 2017	% minority-owned	Ethnic group	List primary owners and percent of ownership for each.	Minority Business Enterprise Certifications	Business description
19	Rock Candy Media 5900 Balcones Dr. #205 Austin, TX 78731 512-291-7626 rockcandymedia.com https://www.bizjournals.com/profile/company/org_ch_7453caeab1c2f4dd2b45fea549dc2b7e	1260000	100	Asian Pacific American	Annie L Jones 100%	HUB	Full-service firm focused on digital marketing, messaging and positioning
20	Modular Installation Services Inc. 8606 Wall St. Bldg 14-150 Austin, TX 78754 512-835-7706 modularinstall.com https://www.bizjournals.com/profile/company/org_ch_d1bb019cb8d0fc67ecd82e259f59759e	1075000	75	Hispanic American	Steven Gould 75%; Monica Gould 25%	NMSDC; HUB	Commercial furniture installations, reconfigurations, moves, space planning, warehouse, furniture cleaning
21	CasaBella Architects 3821 Juniper Trace #104 Austin, TX 78738 512-458-5700 casabella-architects.com https://www.bizjournals.com/profile/company/org_ch_4dce03d67bf505102534674bee56e655	900000	100	Hispanic American	Jaime Beaman 87%; Jaime Palomo 13%	COA; DoT; HUB; DBE	Architectural design; master planning; project management; sustainable design
22	Express Commercial Cleaning Inc. 2255 CR 172 #301 Round Rock, TX 78681 512-919-4333 expresscommercialcleaning.com https://www.bizjournals.com/profile/company/org_ch_4aae2ad53f264241996a73dd00a50002	735000	51	Hispanic American	Evelyn Tavernier 100%	COA; HUB; DBE	Commercial cleaning company with 10 years experience in the facility management business also monitors for leaks, suspicious activity, graffiti
23	Hot Dog Marketing 100 E. Main St. #201 Round Rock, TX 78664 512-537-6575 hotdogmarketing.net https://www.bizjournals.com/profile/company/org_ch_20bd93b95b140f12fdfff0681a1b4556	625827	100	Asian Pacific American	Jessica Scanlon 100%	HUB	Branding and digital marketing agency helping growing businesses leave their mark

Rank	Business name (Prior rank)	Gross revenue 2017	% minority-owned	Ethnic group	List primary owners and percent of ownership for each.	Minority Business Enterprise Certifications	Business description
24	Austin Wealth Specialists 1106 Clayton Ln. #553W Austin, TX 78723 512-302-5534 austinwealthspecialists.com	169399	100	African American	Darleen M. Gilmore 100%	none	Financial planning specializing in professionals over 50 transitioning from divorce, widowhood or retiring
25	Elevation Firm 600 Congress Ave. Fl. 14 Austin, TX 78701 512-910-2420 elevationfirm.com	75000	100	African American	Brian Fontenot 100%	NMSDC; HUB	Transformation consulting company

The List

The List: Top Austin-area women-owned businesses Ranked by Gross revenue 2017

Locally Researched by: Patricia Rogers, Austin Business Journal

Sep 14, 2018, 5:00am CDT

Staff Austin Business Journal

The 2018 list of women-owned businesses is one of ABJ's most responded to lists, just behind lists of largest employers and largest private companies. To be eligible, firms must be at least 51 percent women owned and the firm must have headquarters in the Austin area. For this list, ABJ relies on list surveys and Inc. 5000 data. Firms must disclose revenue to be included.

Companies responding represent a myriad of industries and services from real estate, engineering and tech to staffing, marketing and all kinds of services in between. Workplace Resources, the reigning No. 1 firm for the past several years, broke the \$100 million threshold for the first time. The threshold for No. 50 for the 2018 list, which tracks 2017 revenue, is \$2.2 million, up from \$1.99 million last year.

A long time listmaker, Enviromedia is not included on the list this year. The high-profile Austin original that survived the dot.com bust of the last 90's and the 2008 recession, unexpectedly closed shop early this month citing a decline in major State of Texas contracts. [Click here for more details.](#)

See also, related list of ethnic minority-owned businesses.

Rank	Business name (Prior rank)	Gross revenue 2017	Percent women-owned	Primary Owners & percent of ownership (The people, not the name of the parent company_	Minority Business Enterprise Certifications	Other MBE type of certifications not mentioned above	Austin staff
1	Workplace Resource LLC 1717 W. Sixth St. #190 Austin, TX 78703 512-472-7300 WRSTX.com	100415000	51	Virginia Visser 51%; Steve Visser 49%	none	NA	36
2	SKG - Shelton Keller Group LLC 6301 E. Stassney Ln. Bldg. 9-100 Austin, TX 78744 512-656-3737 skgtexas.com	41000000	100	Diana Keller 60%; Rebecca Lutz 25%; Beth Goff-McMillan 15%	HUB	NA	67

Rank	Business name (Prior rank)	Gross revenue 2017	Percent women-owned	Primary Owners & percent of ownership (The people, not the name of the parent company_	Minority Business Enterprise Certifications	Other MBE type of certifications not mentioned above	Austin staff
3	Kidd Roofing 1212 E. Anderson Ln. #200 Austin, TX 78752 512-671-7791 kiddroof.com	38802735	64	Nancy Lowe 64%, Chris Lowe 18%, Corey Wilson 18%	none	NA	100
4	T3 1801 N. Lamar Blvd. Austin, TX 78701 512-499-8811 t-3.com	37000000	100	Gay Gaddis 100%	SBA	National Women's Business Enterprise Certification Awarded by: Women's Business Council - Southwest, a WBENC Regional Partner Organization	210
5	Legacy DCS LLC 205 S. Wild Basin Rd. Bldg. 1 Austin, TX 78746 512-726-0500 legacydcs.com	29000000	100	Carrie Brewer, 100%	none	NA	22
6	Moreland Properties Inc. 3825 Lake Austin Blvd. #501 Austin, TX 78703 512-480-0484 moreland.com	22735363.5	90	Emily Moreland 90%	none	NA	31
7	Milk + Honey 204 Colorado St. Austin, TX 78752 512-236-1115 milkandhoneyspa.com	16300000	100	Alissa Bayer 100%	NA	NA	NA

Rank	Business name (Prior rank)	Gross revenue 2017	Percent women-owned	Primary Owners & percent of ownership (The people, not the name of the parent company_	Minority Business Enterprise Certifications	Other MBE type of certifications not mentioned above	Austin staff
8	Alliance Abroad Group LP 1645 E. Sixth St #100 Austin, TX 78702 512-904-1111 allianceabroad.com	15000000	100	Victoria Lynden 100%	NA	NA	51
9	Netgate 4616 W Howard Ln. #900 Austin, TX 78728 512-646-4100 netgate.com	12530000	51	Jamie Thompson 51%, James Thompson 49%	none	NA	24
10	Gottesman Residential Real Estate 1501 Enfield Rd. Austin, TX 78703 512-451-2422 gottesmanresidential.com	11751410	100	Laura Gottesman 100%	none	NA	18
11	Vintage IT Services 1210 W. Fifth St. Austin, TX 78703 512-481-1117 vintageits.com	11651279	100	Sheryl M. Hanes	HUB	NA	23
12	Gibson Concrete LLC 4613 Priem Ln. Pflugerville, TX 78660 512-251-4636 gibson-concrete.com	11500000	51	Wanda Gibson (51%); Marty Gibson (49%)	COA; SBA; HUB	NA	62
13	Halcyon Home LLC 8133 Mesa Dr. #200 Austin, TX 78759 512-815-9009 myhalcyonhome.com	11472000	100	Amy Sweet 100%	none	NA	425
14	The Personnel Store Inc. 823 Congress Ave. #190, #210 Austin, TX 78701 512-236-1400 thepersonnelstore.com and www.proplacementservices.com	10900000	51	Elizabeth Watts 51%; Scott Cunningham 49%	COA; SBA; HUB	NA	952

Rank	Business name (Prior rank)	Gross revenue 2017	Percent women-owned	Primary Owners & percent of ownership (The people, not the name of the parent company_	Minority Business Enterprise Certifications	Other MBE type of certifications not mentioned above	Austin staff
15	Sherry Matthews Advocacy Marketing 200 S. Congress Ave. Austin, TX 78704 512-478-4397 sherrymatthews.com https://www.bizjournals.com/profile/company/org_ch_978ac6fd6cf6eb28d442ff0d40d8e276d	8330995	100	Sherry Matthews 100%	HUB	NA	54
16	Luna Data Solutions Inc. 1408 W. Koenig Ln. Ste. D Austin, TX 78756 512-828-7906 lunadatasolutions.com	8307316	100	Dana Jones 100%	HUB	WBENC	10
17	Edge Electric Inc. 100 Precision Dr. #205 Buda, TX 78610 512-853-9647 edgeelectricinc.com	8248908	90	Sandra Johnson 90%; Russell Johnson 10%	SBA; HUB	WBE	50
18	Mission Mortgage of Texas Inc. 901 S. MoPac Expwy. Barton Oaks #120 Austin, TX 78746 512-328-0400 missionmortgage.com	8057858	90	Leigh Ann McCoy 90%	none	NA	36
19	Double A Events 1600 E. Seventh St. Austin, TX 78702 512-215-4062 doubleaevents.com	7800000	100	Amber Allen: 100%	NA	NA	17
20	Vanguard Fire & Security 2340 Patterson Industrial Dr. Pflugerville, TX 78660 512-989-1600 vgfire.com	7426524	99	Cynthia Richter 99%; CRR Investments LLC 1%	COA; HUB	NA	44
21	Austin Bargain Centers Corp. 4103 N. I-35 Austin, TX 78722 512-472-5015 topstexas.com; ntrocks.com	7060766	100	Karen Richards 100%	none	WBE	35

Rank	Business name (Prior rank)	Gross revenue 2017	Percent women-owned	Primary Owners & percent of ownership (The people, not the name of the parent company_	Minority Business Enterprise Certifications	Other MBE type of certifications not mentioned above	Austin staff
22	Capitol City Janitorial Inc. 2420 Patterson Industrial Dr. Pflugerville, TX 78660 512-670-2800 ccjanitorial.com	6148413	51	Blanca Behseresht 51%; Mike Behseresht 49%	HUB	NA	210
23	Building Team Solutions Inc. 7103 E. Riverside Dr. Austin, TX 78741 512-258-5336 btsjobs.com	5000000	100	Britanie Olvera 100%	COA; SBA; HUB; DBE	WBENC = Women Business Enterprise (Federal Woman owned designation)	7.0
24	Ink Communications Co. 2717 S. Lamar Blvd. #1087 Austin, TX 78704 512-382-8981 ink-co.com	4600000	100	Starr Million Baker 47.5%; Kari Hernandez 47.5%; Blair Poloskey 5%	none	NA	22
25	McKinney York Architects 1301 E. Seventh St. Austin, TX 78702 512-476-0201 mckinneyyork.com	4530000	59	Heather McKinney 18%; Michelle Rossomando 41%; Al York 33%; Brian Carlson 4%; Will Wood 4%	DoT; HUB	NA	27
26	Austin Staffing Inc. 7600 Burnet Rd. #230 Austin, TX 78757 512-647-8233 austinstaffing.net	4500000	51	Gina Littlefield 51%; Chris Guaydacan 49%	COA; SBA; HUB; DBE	NA	6.0
27	K.I.S.S. Inc. dba Klean Image Janitorial 13498 Pond Springs Rd. Bldg. A Austin, TX 78729 512-258-7003 kleanimage.com	4471918	100	Ginny Simpson 100%	NA	NA	9.0

Rank	Business name (Prior rank)	Gross revenue 2017	Percent women-owned	Primary Owners & percent of ownership (The people, not the name of the parent company_	Minority Business Enterprise Certifications	Other MBE type of certifications not mentioned above	Austin staff
28	Baer Engineering & Environmental Consulting Inc. 7756 Northcross Dr. #211 Austin, TX 78757 512-453-3733 baereng.com	4278363	100	Therese Baer 100%	COA; SBA; DoT; DBE	NA	22
29	The Menagerie 1601 W. 38th St. #7 Austin, TX 78731 512-453-4644 themenagerie.com	4213139	100	Vickie Roan 100%	none	NA	11
30	Beehive Specialty 8701 Wall St. #900 Austin, TX 78754 512-912-7940 beehivespecialty.com https://www.bizjournals.com/profile/company/org_ch_c5287f850d670f89170398293d0377bc	4200000	100	Vicki Buck 50%; Kristin Evans 50%	HUB	WBENC, WOSB	10
31	Becker Wright Consultants 311 S. RR 620 #200 Austin, TX 78734 512-263-4603 beckerwrightconsultants.com	3786359	100	Jennifer Wright 100%	none	NA	13
32	Saint Louis Designs Inc. 11417 FM 1625 Creedmoor, TX 78610 512-472-4711 saintlouisdesigns.com	3532147	52	Carole Tower, President 52%; Matt St Louis Vice President 48%	none	NA	6.0
33	Word of Mouth Catering 919 W.12th St. Austin, TX 78703 512-472-9500 wordofmouthcatering.com	3500000	100	Leslie Moore 100%	none	NA	65

Rank	Business name (Prior rank)	Gross revenue 2017	Percent women-owned	Primary Owners & percent of ownership (The people, not the name of the parent company_	Minority Business Enterprise Certifications	Other MBE type of certifications not mentioned above	Austin staff
34	Compliance Resources Inc. 2540 Shell Rd. #A & B Georgetown, TX 78628 512-930-7733 complianceresourcesinc.com	3246180	70	Misti Shafer-Webb 70%	HUB	NA	22
35	Cooper Consulting Co. 601 Farley Dr. Austin, TX 78753 512-527-1000 cooperconsulting.com	3200000	100	Melynda Caudle 100%	SBA; HUB	WOBE WOSB	36
36	Fuse Architecture Studio 1005 East St. Elmo Rd. Bldg. 4 Austin, TX 78745 512-992-1520 fuse-arch.com	3100000	51	Elizabeth (Beth) Guillot 51%	NA	NA	10
37	Bridge360 10801 N. MoPac Expy. Bldg. 1-320 Austin, TX 78759 512-837-8798 bridge360.com	3064451	100	Brenda Hall 75%; Susan Barbour 25%	HUB	NA	20
38	97 Degrees West 901 S. MoPac Expy. Bldg. 4-280 Austin, TX 78746 512-473-2500 97dwest.com https://www.bizjournals.com/profile/company/org_ch_10d4ce47913374ab95c2b63d46b0ded1	3000000	100	Vera Fischer 100%	HUB	WBENC	8.0
38	Mary Dewalt Design Group 3301 Northland Dr. #101 Austin, TX 78731 512-236-0017 marydewaltdesigngroup.com	3000000	100	Mary DeWalt 100%	none	NA	7.0
40	P.E. Structural Consultants Inc. 8436 Spicewood Springs Rd. Austin, TX 78759 512-250-5200 pestructural.com	2952000	73.5499999999999972	Lisa Carter Powell 60.36%	HUB; DBE	WBE, SBE	18

Rank	Business name (Prior rank)	Gross revenue 2017	Percent women-owned	Primary Owners & percent of ownership (The people, not the name of the parent company_	Minority Business Enterprise Certifications	Other MBE type of certifications not mentioned above	Austin staff
41	Personal Administrators Inc. 3939 Bee Cave Rd. Bldg. C-100 Austin, TX 78746 512-328-1184 padminc.com	2927608	100	Patti O'Meara 100%	none	NA	23
42	The Fowler Law Firm PC 8310 N. Capital of Texas Hwy. #150 Austin, TX 78731 512-441-1411 thefowlerlawfirm.com	2890000	100	Laura S. Fowler, 100%	HUB	NA	28
43	lookthinkmake 4704 E. Cesar Chavez St. Ste. A Austin, TX 78702 512-402-6861 lookthinkmake.com https://www.bizjournals.com/profile/company/org_ch_d04cdc1510a31d052a3dbc5edfa187a6	2850000	51	Patricia Buchholtz 50%; Ali Thompson 1%; Sean Thompson 49%	none	NA	18
44	Firefly Consulting 4301 W. William Cannon Dr. Ste. B-150-173 Austin, TX 78749 800-381-2354 firefly-consulting.com	2813000	100	Kimberly Watson-Hemphill 100%	HUB	NA	3.0
45	Puredi 11211 Taylor Draper Ln. #202 Austin, TX 78759 512-343-8070 puredi.com	2700000	98	Kathy Campbell 54%; Dottie Dawson 34%	HUB	NA	27
46	Texas Health and Science University 4005 Manchaca Rd. Austin, TX 78704 512-444-8082 thsu.edu	2520000	100	Lisa Ping-Hui Tsao Lin 100%	none	NA	35

Rank	Business name (Prior rank)	Gross revenue 2017	Percent women-owned	Primary Owners & percent of ownership (The people, not the name of the parent company_	Minority Business Enterprise Certifications	Other MBE type of certifications not mentioned above	Austin staff
47	Josco Products 600 Industrial Blvd.. Ste. C Austin, TX 78745 512-443-1037 joscoproducts.com	2438114	67	Colleen Cole 34%; Joan Cole 33%, John Cole 33%	COA; HUB	NA	21
48	Republic Promos Inc. 2900 N. Quinlan Park Rd. Ste. B240-243 Austin, TX 78732 512-573-5777 republicpromos.com https://www.bizjournals.com/profile/company/org_ch_8f35309a2c00b683d641b606aa895ec6	2360901	100	Lisa Smith 100%	HUB	NA	6.0
49	Certified Arbor Care Inc. P.O. Box 1868 Round Rock, TX 78680 512-671-8733 certifiedarborcare.net	2349243	51	Debbie Evans 51%; Lee Evans 49%	HUB	NA	26
50	Kurant Events 6519 Burnet Ln. Austin, TX 78757 512-206-0610 kurantevents.com	2300000	51	Carrie Konarik 51%; Steven Konarik 49%	NA	NA	72
51	Dagar's of Austin Catering Inc. 834 Kramer Ln. Austin, TX 78758 512-719-5524 dagarscatering.com	2200000	100	Kathryn Albarado 51% and Donna Dagar 49%	SBA	NA	32
52	Higher State Technology 525 W. Round Rock #C300 Round Rock, TX 78681 512-900-9478 higher-state.com	2100000	70	Anna Miller 51%; Cindy Goldsberry 19%; Alan Goldsberry 19%; Doug Miller 7%	none	NA	23

Rank	Business name (Prior rank)	Gross revenue 2017	Percent women-owned	Primary Owners & percent of ownership (The people, not the name of the parent company_	Minority Business Enterprise Certifications	Other MBE type of certifications not mentioned above	Austin staff
53	Kelle Contine Interior Design LLC 1001 S. Capital of Texas Hwy. Bldg. L-200 Austin, TX 78746 512-279-0804 kellecontine.com	1855284	NA	NA	NA	NA	8.0
54	Sol Marketing 4807 Spicewood Springs Rd. Bldg. 2-200 Austin, TX 78759 512-445-4807 solmarketing.com	1700000	100	Deborah Gabor 100%	HUB	NA	10
55	Teegardin & Associates 500 N. Capital of Texas Hwy. Bldg 4-100 Austin, TX 512-346-64 512-346-6477 teegardincpa.com	1669706	100	Tricia Teegardin Edwards (75%); Stephanie Ferguson (25%)	none	NA	12
56	CoJo Unlimited Catering Inc. 1310 Chisholm Valley Dr. #408 Round Rock, TX 78681 512-459-9560 cojocatering.com	1450000	51	Joni L. Stoughton 51%, Gerald B. Stoughton 49%	COA; SBA	NA	22
57	Rock Candy Media 5900 Balcones Dr. #205 Austin, TX 78731 512-291-7626 rockcandymedia.com	1260000	100	Annie L Jones 100%	HUB	NA	12
58	Demand Lighting USA 1321 Rutherford Ln. #150 Austin, TX 78753 512-822-1100 demandlighting.com	1032709	90	Marie McGrath 90%	COA; SBA; DoT; HUB; DBE	WBE certified by WBENC	5.0

Rank	Business name (Prior rank)	Gross revenue 2017	Percent women-owned	Primary Owners & percent of ownership (The people, not the name of the parent company_	Minority Business Enterprise Certifications	Other MBE type of certifications not mentioned above	Austin staff
59	Arrowhead Films 2021 E. Fifth St. #150 Austin, TX 78702 512-302-1100 arrowheadfilms.com	1000000	51	Cheryl Fries 51%; Patrick Fries 49%	HUB	NA	2.0
59	Blue Owl Brewing 2400 E. Cesar Chavez #300 Austin, TX 78702 512-593-1262 blueowlbrewing.com	1000000	43	Suzy Shaffer (35%), Jeff Young (35%)	none	NA	10
59	Gourmet Gals Catering and Events 14121 W. Hwy. 290 Bldg. 5 Austin, TX 78737 512-858-7384 www.gourmetgalsaustin.com	1000000	100	Sherri Le Wicker 50%, Cymbre Le Wicker 50%	none	NA	45
59	The Bommarito Group Inc. 1512 W. 35th St. Cutoff #300 Austin, TX 78731 512-480-8898 bommaritogroup.com https://www.bizjournals.com/profile/company/org_ch_19a19619484191537edc6c990cfb07c1	1000000	100	Marla Bommarito-Crouch 100%	none	NA	7.0
63	ProGraphix 807 Stark St. Austin, TX 78756 512-371-1964 pgaustin.com	800000	100	Nicki Macfarlane (100%)	COA; HUB; DBE	NA	4.0
64	Express Commercial Cleaning Inc. 2255 CR 172 #301 Round Rock, TX 78681 512-919-4333 expresscommercialcleaning.com	735000	51	Evelyn Tavernier 100%	COA; HUB; DBE	NA	50

Rank	Business name (Prior rank)	Gross revenue 2017	Percent women-owned	Primary Owners & percent of ownership (The people, not the name of the parent company_	Minority Business Enterprise Certifications	Other MBE type of certifications not mentioned above	Austin staff
65	CSI Executive Search 9600 Great Hills Tr. #150-W Austin, TX 78759 512-301-5503 csi-executivesearch.com	710000	100	Donna Sphar / 100%	none	CSI is a Forbes 2017 top 20 Retained Executive Search firm s	2.0
66	Hot Dog Marketing 100 E. Main St. #201 Round Rock, TX 78664 512-537-6575 hotdogmarketing.net	625827	NA	Jessica Scanlon 100%	HUB	NA	10
67	The Pet Gal 110 N. I-35 #315-236 Round Rock, TX 78681 888-522-9916 thepetgal.com	600000	51	Susan Anderson 51%; Dan Schweitzer 49%	none	NA	3.0
68	Snackbox 510 S. Congress Ave. #202 Austin, TX 78704 512-687-6236 snackbox.us	564000	51	Jenna Oltersdorf, 51%; Eric Oltersdorf, 49%	HUB	NA	6.0
69	LWi Custom Cabinets 605 E. Market St. Lockhart, TX 78644 512-844-0039 lwicustomcabinets.com	450000	100	LINDA PARKS 100%	SBA	NA	4.0
70	Janke 1100 W. Sixth St. Ste. B Austin, TX 78703 512-329-8343 jankedesign.com	423923	60	Kamela Janke 60%; Tim Janke 40%	COA; HUB; DBE	NA	4.0
71	Expressions In Video, Inc. 1524 S. I-35 #160 Austin, TX 78704 512-469-7675 expressionsinvideo.com	318000	51	Dee-Dee Stirneman 51%; Jeff Stolhand 49%	HUB	NA	2.0

Rank	Business name (Prior rank)	Gross revenue 2017	Percent women-owned	Primary Owners & percent of ownership (The people, not the name of the parent company_	Minority Business Enterprise Certifications	Other MBE type of certifications not mentioned above	Austin staff
72	AAA Building Maintenance Inc. 6529 Heron Dr. Austin, TX 78759 512-258-7509 aaabuildingmaintenance.com	300000	60	Margaret Wood 60%; Peter Wood 40%	none	NA	4.0
72	Full Moon Design Group Inc. PO Box 152020 Austin, TX 78715 512-428-9072 www.fullmoondesigngroup.com	300000	100	Vicky Gouge, 100%	HUB	NA	1.0
74	Dimensions Floorplans LLC 1205 Palo Duro Rd. Unit B Austin, TX 78757 512-342-0114 dimensionsfloorplans.com	291000	100	Mary K. Lawrence 100%	none	NA	4.0
75	Redenim 1700 E. Fourth St. #2240 Austin, TX 78702 585-734-7398 Redenim.com	250000	60	Kelly Ernst 60%	none	NA	5.0
76	Merrygood 2807 Del Curto Rd. Ste. F Austin, TX 78704 512-569-7997 merrygood.com	175000	100	Nicole Fikes 100%	none	NA	2.0
77	Breakaway Public Relations 5000 Mission Oaks Blvd. Unit 10 Austin, TX 78735 512-761-4567 breakaway-pr.com	172715	100	Lisa O'Neill 100%	COA; HUB	NA	4.0
78	Austin Wealth Specialists 1106 Clayton Ln. #553W Austin, TX 78723 512-302-5534 austinwealthspecialists.com	169399	100	Darleen M. Gilmore 100%	none	NA	1.0

Rank	Business name (Prior rank)	Gross revenue 2017	Percent women-owned	Primary Owners & percent of ownership (The people, not the name of the parent company_	Minority Business Enterprise Certifications	Other MBE type of certifications not mentioned above	Austin staff
79	360 Balance & Hearing 5608 Parkcrest Dr. #100 Austin, TX 78731 512-345-4664 360balance.com	160000	100	Bridgett Wallace 100%	none	NA	11
80	MACMedia 12502 Dove Valley Tr. Austin, TX 78729 512338.1692 macmediatx.com	30000	100	Mary Anne Connolly - 100%	none	NA	1.0

Should You Hire a Social Media Manager?

BY JESSICA SCANLON

Business.com / social media / Last Modified: February 22, 2017

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Does social media deserve to be its own job? Should you out-source or bring in-house? Answers ahead.

If you've tried to tack social media management on to your job, then you already know how difficult it can be. It's hard to make it a priority over customer phone calls, sales, accounting and staffing (the list goes on).

If your online presence is a crucial part to your overall marketing strategy, then finding help is key to keeping your social media engagement consistent.

When it comes to hiring someone to take on your social media presence, deciding the best way to handle it can be a challenge.

Do you hire someone or outsource it?

Ask yourself these questions first:

- Is social media a very important part of the marketing strategy?
- Do you consider yourself very savvy with social media marketing, but simply do not have the time to maintain it?
- Do you have time and energy to train and maintain another employee?
- Can you provide the equipment they need to get the job done?

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If you answered "yes" to the all of the questions above, it's likely that hiring someone to be a part of your organization is the best fit.

Related Article: [Do Entrepreneurs Really Need Social Media?](#)

Hiring a Social Media Manager In-House

There are a lot of benefits to having an in-house employee managing social media that can't be matched by outsourcing. First of all, an actual employee of your company is going to be more involved with the daily operations and have a better opportunity to find interesting content. Engagement online is much higher when you share photos of the inner workings of your business. Only an employee can really show off that company culture.

Your in-house social media manager is also going to be more agile and in-tune with your ever-changing marketing program. He or she can write and post in real-time from a company event. He can be more aggressive on a daily basis, posting more often if you're trying to promote something heavily. As you have last-minute ideas, an in-house employee is more able to make those happen quickly than outsourced help.

What to Watch Out For

The biggest thing to be wary of is your own bandwidth and knowledge of social media. Low-wage managers or interns need a lot of guidance, training and hands-on management. If you can afford a good wage, then you can find someone with more experience to help you. If your position is part-time however, be prepared for turnover. If you're thinking about asking an existing employee to help, you still need to budget extra hours to ensure your social media is handled properly.

Related Article: [Why Every Business Should be Using Multiple Social Media Accounts](#)

Outsourcing to a Social Media Marketing Agency or Freelancer

This tends to be the best fit for business owners. Agency and freelancers have a lot of experience managing social media for clients, and they're going to pass that knowledge on to you when you work with them.

Should I follow back everyone that follows me on social media?

24 ANSWERS

How can I use social to advertise and do more business?

8 ANSWERS

What can I do to get more followers to my business pages on social media?

7 ANSWERS

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Owner / founder of Outer Gain LLC & Cultivate CRM. at Cultivate CRM & Theater Eleven Pictures.

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In addition, working with agencies takes the headache out of hiring help, managing turnover, training, paying payroll taxes, etc. Agencies tend to have pretty easy-to-follow onboarding program for their clients and systems in-place that make outsourcing much more affordable than hiring a part-time employee.

What to Watch Out For

There are two big things to look out for when researching which agency or freelancer you want to use. First, you want to make sure they have a track record of happy customers and can demonstrate up-to-date knowledge on the every changing world of social media marketing. You don't want to hire someone that can't prove to you that he or she is going to be in business in a year. And, there are a lot of fly-by-night social media companies out there. Do your research before you hire them.

The second thing to watch out for is larger agencies or businesses focused on selling you a generic package without any customization. There are a lot of options when it comes to social media automation and you can feel too far removed from your online marketing if you hire a large company that doesn't offer a personal level of service.

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Jessica Scanlon is a corporate marketing drop-out who is dedicated to helping small businesses thrive with effective marketing and communication strategies including brand development and online marketing. She owns Hot Dog Marketing, a marketing firm in Austin, TX that provides small businesses with consulting, print and web design, and online marketing management. In addition to her work with clients, Jessica is a public speaker and business writer. She's a proud mom and wife.

