



HotDogMarketing

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Company Overview

Established in 2012, Hot Dog Marketing is a branding and digital marketing agency specializing in brand design and strategy, content marketing and lead generation for service businesses and organizations. We are nationally recognized for our branding, web design and marketing campaign work. Our customer service promise states that we will: deliver a customer-centric service; seek win-win solutions; keep our promises and see to add value.

Services



Brand Strategy



Graphic Design



Marketing Automation



Marketing Consulting



WordPress Development



WordPress Hosting & Maintenance



Persona Development



Messaging and Positioning



Email Marketing



Marketing Campaign Planning



Content Marketing



Social Media Marketing



Digital Campaign Planning



Digital Advertising



Search Engine Optimization



Recent Past *Performance*

Year	Client	Project	Approx. Size/Value
2025	Port Freeport	Brand Strategy and Website Design/Development	\$142,000.00
2024	City of Cedar Park	Graphic Design Support	Ongoing
2023	R Bank	Market Research, Brand Strategy, and Execution	\$140,000.00
2023	UT Health San Antonio Health and Human Services/ Subcontractor under ISF	Video Production for YES! Waiver and AMHA Programs	\$645,000.00 Hot Dog Revenue: \$104,931.00
2022	KVUE-TV	Persona Development/Innovation Strategy	\$80,000.00
2020	UT Health San Antonio Health and Human Services/ Subcontractor under ISF	Behavioral Health Awareness Training Campaign Planning and Brand Strategy	\$243,000.00 Hot Dog Revenue: \$146,398.00
2020	UT Health San Antonio Health and Human Services/ Subcontractor under ISF	MentalHealthTX.org Website Planning, Brand Strategy, Messaging, Design and Development and Maintenance	\$179,940.00 Hot Dog Revenue: \$89,800.00
2018	Williamson County Economic Development Partnership	Brand Strategy	\$15,000.00

About the *Owner & Founder*



Jessica Scanlon founded Hot Dog Marketing in 2012 just as digital marketing started to become more complex. Search engines and social media opened up channels for brand growth that didn't exist before. Her vision for Hot Dog Marketing was to fuel brand growth using digital marketing and research-based and data-based strategies.

Hot Dog Marketing now employs full-time designers, web developers, online marketers, writers, and automation specialists along with a Client Success team dedicated to ensuring high quality work is being delivered to our clients as promised and acting as a remote marketing director on their behalf. Hot Dog Marketing was awarded a Small Business Champion award from the Texas Governor's Office in 2024 and was named philanthropic company of the year by AFP in 2025.

Jessica's primary role at Hot Dog Marketing is lead brand strategist, business development leader, financial manager, and community ambassador. She is a writer for the Forbes Business Council, winner of Communicator of the Year 2023 by the Women Communicators of Austin and former Austin Under 40 winner in the Marketing and PR category. She is a board member of both the Greater Austin Chamber of Commerce and Round Rock Chamber and serves on the Leadership Austin Board of Directors.