

Prairie Giraffe

A family trip led to the name for the Energy Capital Enterprise Center's newest tenant.

Owner and managing director Kellee Carroll said his brother-in-law made a travel guide for Kellee's four kids for a family trip. He included information about pronghorn being more closely related to giraffes than to antelope, earning them the nickname "prairie giraffes." Kellee's kids-ages 7 to 14, started using the name whenever they saw pronghorns, prompting Kellee to choose that name for his marketing business.



Kellee sort of evolved into the marketing field. "I'd always been in technology-centric trades, so I was familiar with the concepts," Kellee said. "It really started when I wanted to start a blog, then I made my own web site, then a business in town asked if I could make them a web site. I didn't even know how much to charge, but I did it. And, then another company asked me to do a web site for them."

But Kellee realized that having a web site didn't solve all of these company's marketing problems. They needed to get their names out there. Kellee knew that it would be difficult for business people to learn all the needed digital marketing skills while trying to run their businesses "so I started learning and getting certified, adding new skills as became necessary."

Prairie Giraffe focuses on online marketing. Services include designing web sites, running Adwords campaigns (Google ads), managing social media such as Facebook, Instagram and LinkedIn, and providing search engine optimization services.

"There are so many aspects of what businesses need to be doing so we step in and help them get going with those things and help them solve problems. Typically, the problem is that they need more customers," Kellee said.

Kellee started helping business with digital marketing about five years ago as a freelancer and formalized it as a business named [Prairie Giraffe](#) in 2016. He started out working from his home but moved to the Enterprise Center in April.

"It was difficult to focus at home with the kids and things going on around me," Kellee said. "The Enterprise Center gives me a place where I can focus and get things done. It's also a place where I can meet clients in a professional setting."

Like Kellee, the Enterprise Center is in the business of helping businesses solve problems. It provides a space and services for new business, like Prairie Giraffe, to get started and to thrive.