

About the Founders

Formed by two recent University of Texas Master's of Advertising graduates Kristen Sussman and Leigh Pankonien, who will lead the agency.



Social. Strategy. Delivered.

www.SocialDistillery.com
512-279-7861

Contact Us



Kristen Sussman

Kristen has managed and implemented multiple social media campaigns while working at local digital and interactive agencies, and mentored under a successful CEO. Kristen spoke at the American Academy of Advertising's Annual Conference early in 2011 on the topic of social media.

Leigh Pankonien

During Leigh's tenure at Texas she focused on marketing strategy and interactive advertising. She received her Bachelor of Arts at Trinity University, then worked as a marketing assistant at a high-tech company.

About Social Distillery

With expertise in social media marketing, interactive media and digital communications, Social Distillery helps companies by identifying influencers, evangelizing business successes and effectively increasing your product, company and brand life cycle. Social Distillery accomplishes this by providing social media content, measurement, analysis, reporting, strategy and consulting.

What is Social Media?

Social media includes online and digital communication channels that most people are familiar with, everything including Facebook and LinkedIn to blogs, forums and other widely adopted channels like Twitter, Foursquare and Quora. These various channels offer multiple touchpoints for your company, business or brand to reach consumers. The inbound marketing value received by actively participating in these conversations are numerous:

- Website traffic
- Robust reporting
- Brand awareness
- Online visibility
- Search engine optimization
- Customer relationship management

Services & Package Offerings

Social Distillery offers multiple levels of support that can be designed to fit any company's unique needs.

Social Package: Strategize Implement & Manage

- Actively develop & publish original engaging content
- Implement social listening
- 24/7 listening to respond to community
- Bi-Monthly reporting of determined key metrics

Social Presence: Create Listen & Participate

- Develop engaging, original content
- Implement social listening
- Respond in a timely manner to community
- Monthly reporting of determined key metrics

Social Launch: Research Implement & Educate

- Introduction & creation of social media presence
- Train on best practices & implementation
- 1 time set-up fee & hourly consulting as needed

Social Audit: Evaluate Educate & Deploy

- Evaluate & report on health of social media initiatives
- Train on optimization options & best practices
- Educate on implementation