



Grizzard's Meltwater Story

Executive Summary

Grizzard Communications Group is a U.S.-based direct response marketing and fundraising agency specializing in nonprofits. Formed over 90 years ago, the company has its headquarters in Atlanta and employs 200+ creative, digital, production, and nonprofit specialists. Working with clients such as The Salvation Army and The American Red Cross, the firm helps organizations acquire and cultivate donors, build relationships and advocacy, spread brand awareness, and foster support for a wide range of projects. The industry leader has a proven track record of using bold ideas for multi-channel programs which help nonprofits ignite donor action, passion and loyalty.

Meltwater enhances Grizzard's strategic leadership, offering:

- ⦿ The ability to help clients understand how they are perceived across the entire social web and the types of conversations taking place that are relevant to them
- ⦿ Functionality that allows the agency to partner with new clients by showing them how they can better engage with audiences online
- ⦿ The ability to provide client reports on how certain campaigns have been received and that reinforce decisions to commit resources to particular causes
- ⦿ Reports that help charities start to understand the power of online conversations and to better appreciate the need to engage online



"Meltwater Buzz plays an integral role in making Grizzard a strategic leader, performing research for potential and existing clients and validating their decisions to commit resources to projects both online and offline."

Eric Pratum
Director of Digital Strategy,
Grizzard Communications Group

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Meltwater gives Grizzard the Ability to Provide Strategic Guidance which helps Clients and Prospects Accomplish their Goals

The Background

In today's world, it's increasingly clear that nonprofit organizations can't rely solely on their good reputation and past record of virtuous work. In the busy modern environment, in which charities are competing for people's attention amidst a wealth of distractions, it is becoming ever more crucial they constantly reinforce their links with supporters and monitor how well they are engaging with the public.

Grizzard Communications Group works with over 1,000 nonprofit organizations to help them understand how they are perceived and whether the messages they are sending out or campaigns they have launched strike a chord with people.

To help them achieve this, Grizzard contacted reputation management software company Meltwater. Purchasing a number of licenses to use one of the company's flagship products - Meltwater Buzz – Grizzard gained access to a platform that tracks content from across the social Web which enabled the company to monitor almost any site on which people post comments, write reviews and share information. The sophisticated toolkit tracks over 200 million online sources, including blogs, forums and message boards, Twitter, social networks, review sites, video and photo sites, and wikis.

Charitable Chatter

According to Grizzard's Director of Digital Strategy Eric Pratum, when the company first started using Meltwater Buzz in 2010, it was initially employed to produce monthly reports for clients.

"We were monitoring what was being said about them, their partners and competitors, as well as the vertical markets in which they operate," he says. "We wanted to find out how people react to their brand and whether an organization needed to change the language it was using. These findings help shape the marketing and strategy going forward."

For example, one client Eric worked with was the National Parkinson Foundation (NPF), an organization that helps support people living with the neurodegenerative disease as well as their caretakers, and campaigns for more research and education about the condition. In this case, Meltwater Buzz was used on



a regular basis to pinpoint where on the Internet people were talking positively about the NPF and where they weren't, and to identify influential voices - be they bloggers or journalists.

Grizzard has also run reports for The Salvation Army Metropolitan Division in Chicago, interrogating online news articles, Facebook entries, Tweets and specific websites to find out the whereabouts of conversations relevant to the Christian social welfare charity.

"In this instance, we found the websites Craigslist and Yelp were places where The Salvation Army should be focusing resources," says Eric. "We discovered people were using

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these sites to ask questions about where they could donate an old couch or how they could get involved in voluntary work in the holidays – exactly the kind of areas that The Salvation Army gets involved in.”

With these successful projects behind them, Grizzard has more recently begun to use Meltwater to help provide the research for strategic direction in a number of different ways, all based on the particular needs of an organization.

Strategic Planning Delivers The Results

While Grizzard still runs monthly reports and carries out comprehensive searches for some clients, it now uses Meltwater Buzz with other clients to get an initial snapshot of their presence online with the intention of reviewing this situation, again using Buzz, a year down the line.

“This upfront research helps our clients make sense of the Web because for many of them online is still an unknown,” continues Eric. “There’s an increasing appetite for the detailed information that Meltwater Buzz provides, because while many charities understand they need a solid and compelling website, they are less familiar with how the Web is now also about engagement with online audiences.”

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Eric says the Meltwater Buzz tool has also been valuable when pitching for work with new clients. “We may use Buzz to carry out a preliminary search across the Web about that organization – it might not be in depth but enough for us to develop strategies for the areas we can help in and set expectations for what can be achieved.”

Some organizations ask Grizzard to run a Meltwater Buzz search after a project to find out how it has been received, he notes.

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Eric says he has also been impressed by the level of support provided by the Meltwater team. "They are great communicators and have been very good in helping us understand the changes to the tool over time. And when we have had a query they always get back to us quickly. This is important when you are working to clients' deadlines," he concludes.

Eric, who prior to joining Grizzard worked for a social media agency, says he is familiar with similar tools to Meltwater Buzz on the market and is confident that the company is getting "good value for the money."

One aspect he is eager to emphasize is its ease of use.

He says: "If you are comfortable using the advanced search function on a site like Google, then you will have no problems using Meltwater Buzz. We decide on relevant search terms and simply input them into the wizard. From this we are able to easily export important data and convert it into Excel documents and graphs where we need to."

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