



M5's Meltwater Story

Executive Summary

Headquartered in New York, M5 is a world leading VoIP phone system provider. M5 puts the customer experience at the heart of its operation, and has a stated mission to provide phone systems, applications and a standard of service that customers love.

M5 is a recipient of major industry recognition that ranges from a placing in Crain's 'Top New York Entrepreneurs' to winning a 'Most Engaged Workplace' award in 2010. A highly innovative and progressive business, M5 has integrated social media into its sales and communications program. The company uses Meltwater to monitor the impact of its online activities.

Thanks to Meltwater, M5 Now Benefits From:

- ⦿ Insightful social media evaluation that delivers benchmarking on everything from audience to sentiment
- ⦿ A tool that allows direct feed-in to the sales cycle, allowing up-to-the second visibility of comments and customer opportunities
- ⦿ Monitoring of specific opportunities for gaining share of voice and participating in key issues with the M5 community
- ⦿ Intelligence on the right social media sites in which to engage senior board members



"When your business is communications, you need to excel at it yourself as well. Increasingly, that communication is social and, thanks to Meltwater Buzz, we can track everything from conversations to potential customers. That gives us the power to engage with our community in a strategic way."

Heather Bennett
VP of Marketing, M5

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M5 Builds Another Great Network with the Help of Meltwater Buzz



The Background

The email was entitled "I can't decide if this is funny or horrible". Coming from one of the company's sales team, Heather Bennett – VP of Marketing for M5 – already had a good idea of the possible content before she'd even opened it. "Sure enough," says Heather, "it was about one of our biggest and most promising prospects and their reaction to one of our recent lead generation campaigns. And it was not good."

Outlining a Tweet from the CIO of a major target customer for M5, the email captured perfectly the potential opportunities and pitfalls of today's social world. "We often run what we call 'lumpy package campaigns'. We'll send out an interesting item with a clever idea behind it, which gives us a physical presence in front of the prospect and gives us a great reason to follow up with them by phone," says Heather.

"In this case, it was a small anchor with a note asking if their phone system was 'dragging them down'," she continues. While the potential customer in question clearly got the concept, he didn't appreciate the logistical repercussions of the 'gift', taking to Twitter to highlight the recycling difficulties and labelling the campaign with one of the social network's cruellest hashtags - #fail. "Clearly not impressed," says Heather, "and potentially a big blow to our chances of working with him and his company."

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Heather Bennett
VP of Marketing, M5

What was immediately clear to Heather however, was the advantage of being in the know. "It would have been infinitely worse if we simply hadn't picked up on it. While it was a bad starting point, at least we had the opportunity to respond." That opportunity is one that Heather mainly attributes to Meltwater Buzz, the innovative social media monitoring tool from Meltwater Group. Meltwater Buzz tracks content from more than 200 million blogs, micro-blogs, social networks, forums, video and photo websites, product reviews and other social media sites, providing users with an analytical, in-depth view.



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MELTWATER BUZZ CASE STUDY

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A 360° View

"We'd been using Meltwater Buzz to track some of our online conversations for about six months before we came to that specific incident," explains Heather. "When we started out in social, we weren't exactly sure what we wanted to do. We knew the potential was there, but as a B2B marketing tool, it needs to be leveraged with more care than, say, a consumer brand." Meltwater Buzz quickly proved to be a superb benchmarking tool for M5: "Simple input of industry keywords gave us great ongoing insight into the wider level of buzz in the networking arena."

M5 also found that, with a little investment time spent on feedback, Meltwater Buzz could be used intelligently to tune into different, but no less relevant conversations. "What we found was that a lot of the people who were discussing phone networks on many of these social sites were also looking at CRM products and other complementary technologies. That helped us to widen our net into some broader areas and track conversations that could eventually lead back to us too."

"Meltwater Buzz is also pretty useful for picking out the specific opportunities for us," explains Heather. "Using it, we began to see pretty quickly that frustrated IT people use it as a tool to vent when their phone system has gone down. That's a golden opportunity for us to start an engagement with them – in a sensitive way, of course – so it has also helped us to tap into some direct conversations."

"One of our big focus areas is women in technology. Using Meltwater Buzz, we've been able to pick out some specific opportunities to get involved in that circle and join the debate."

Heather Bennett
VP of Marketing, M5

As part of a bigger, developing social media strategy at M5, Meltwater Buzz has also played a role in contributing to the company's PR activities online. "One of our big focus areas is women in technology," says Heather. "Using Meltwater Buzz, we've been able to pick out some specific opportunities to get involved in that circle and join the debate."

M5 is also using Meltwater Buzz as a way of shaping the transformation of its website. With an ambition to become a provider of premium content via www.m5.net, reporting and metrics has become a key part of honing that vision. "Knowing

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what hunger there is for what content is really important," continues Heather. "No one talks just about product for instance, it's just not interesting enough. So Meltwater has helped us to tap into some of the more interesting and stimulating conversations out there to help formulate our own content strategy. Essentially we have begun to produce content that focuses on answering people's questions and solving their network problems."

That has proven particularly true when it comes to involving M5's CEO in activity. "We have a very supportive CEO who is enthusiastic about the potential of social media. Meltwater has helped us to identify the best and most valuable opportunities to

involve him directly, be that blogs or comments. It's good to be able to measure the impact of that and report back on it too."

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Results That Matter

Back to that specific incident on Twitter, and Heather wraps up the story with an insight on just how important Meltwater was to M5 in that instance. "I'm pleased to say that having picked out that Tweet using Meltwater Buzz, we got straight on to addressing it. Our sales team member who picked it out got on the phone and spoke to the gentleman directly. After a short conversation, they agreed to meet the following week to discuss how we could help them, and to say sorry for the unintended offense, we'd donate \$500 to his local park."

"In February this year, they became one of our biggest clients," she concludes. "So something that started out as a very negative issue for us was converted into one of our most positive success stories of the year. That's huge, and a great credit to Meltwater."



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