



Pannone's Meltwater Story

Executive Summary

Pannone is a leading UK law firm, which offers a full range of legal services. Working with clients from around the country, as well as internationally, the firm's expertise includes dispute resolution and injury and negligence cases as well as family, financial and corporate services.

Consistently ranked in the upper echelons of key legal directories, many of Pannone's solicitors are leading lights in their chosen fields. Pannone solicitors employ over 100 partners, 300 lawyers and a total team of more than 600 people.

Thanks to Meltwater, Pannone now has the ability to:

- Identify the attitudes and requirements of potential clients who are posting details about their situation online
- Engage with potential clients in the online space by identifying legal issues relevant to them, and posting blogs and comments that allow a discussion to start
- Work with a social media monitoring software supplier that offers a good support service at a highly competitive rate
- Maintain its brand reputation by finding out where clients might be dissatisfied and addressing these concerns

PANNONE

"Meltwater Buzz provides us with a comprehensive insight into the social media landscape – something we never had before. Previously, we had to rely on instinct and, to a certain extent, intelligent guesswork when it came to understanding what people are saying about certain legal issues. Now our marketing strategies are based on fact and real information."

Steve Simpson
Senior Digital Marketing Manager
Pannone Solicitors

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No Objections for Pannone Solicitors with Meltwater Buzz

The Background

To succeed as a commercial law firm in today's competitive environment, companies have to be proactive in the way they engage with potential clients. In a technology-dominated world, this means venturing beyond the chambers and legal libraries so commonly associated with the tradition, and into the brave new world of social media.

Key to achieving this goal is the ability to interact with people in the social space. This might involve understanding the language people use around sensitive issues, identifying areas where legal advice is required and raising awareness about the legal guidance that is available through closer involvement with online social networking sites, forums and blogs.

But the ever expanding environment of social media is a fast-growing, multifaceted place where traditional laws of engagement no longer apply. In order to understand better all these factors and to formulate meaningful marketing strategies in this space, Pannone Solicitors have been using market-leading social media monitoring solution Meltwater Buzz.

"We looked at a number of media monitoring services and decided to go with Meltwater because they offer the best value for money compared with the competing software providers," says Steve Simpson, the firm's digital marketing manager.

According to Steve, the Meltwater Buzz tool has been useful in a number of areas. "One example, is the success we've had in engaging people with our divorce team," he says.

"We've looked at the most popular search terms associated with divorce on sites like Twitter and what we have found is there are a lot of people out there searching for legal information in this area. Divorce guidance is something people have no reason to look into until it directly affects them, then oftentimes they are not sure where to turn.

"This has enabled us to enter into discussions with people without soliciting them," he adds.

Law firms operate under strict guidelines, which means they are not allowed to approach people directly offering legal services, but the Meltwater Buzz tool helps the Pannone team raise awareness of pertinent legal issues, which in turn helps to promote the expertise the firm offers.

"We might, for example, uncover some recent news about phone hacking accusations, a divorce case or an incident of holiday food-poisoning from social media sites. This is an



opportunity for us to write a blog about the potential legal redress open to people," continues Steve.

Steve says the Meltwater service is also useful for finding out what people are saying about Pannone on social media sites as well as getting a handle on how competing law firms are viewed.

"It is inevitable we will have dissatisfied clients – it comes with the territory. And increasingly people are choosing social sites to voice their criticism," he says.

"It's important from a brand reputation point of view that we identify these disgruntled clients. By addressing their concerns quickly, we are able to keep negative reviews to a minimum, which is less likely to impact on potential clients searching online for legal experts."

"We have to make our comments and blogs relevant to the situations people find themselves in or they won't follow our Twitter feed or Facebook updates. By using Meltwater Buzz, we are able to get the tone right and position ourselves, so we are well-placed to engage with people in this space."

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Results

Around eight members of the Pannone team receive the Meltwater service, including Steve, who in turn reports any interesting findings to lawyers within the firm's different departments. Often, this is done to provide them with relevant and topical feedback, which they can then use in their Twitter or blog postings.

Steve says he uses the Meltwater tool constantly with the browser open all day, so he is able to see any interesting findings immediately and react accordingly.

"The online social space is moving so quickly that you need to monitor it all the time," he adds.

With this dynamism comes the need to continually change search terms and tweak the software, something, according to Steve, the Meltwater team have been extremely helpful with.

He says: "We are constantly looking at how we change our campaigns. If there is an issue and we need assistance, Meltwater are always there with helpful, no-nonsense advice."

"The social media landscape is extremely complex and Meltwater Buzz is helping us understand that much better and get a 360-degree grasp of what our social strategy should be."



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