



Meet Jersey Mike's

With "Have it Mike's Way," as their signature sub, this sandwich maker uses the entire Meltwater suite of products—from monitoring to Executive Alerts to ensure they have media monitoring "their way."

Industry Giant

Meltwater Enables Jersey Mike's to:



Filter out the noise from social media to identify trending topics and top influencers



Quantify reach and share impactful media coverage



Track and report PR ROI to executives and franchise owners

Subpar Metrics

"You need to understand what's happening outside the walls of your office. If you wait, something bad or good is going to happen and you'll be the last person to know," says Jersey Mike's, Josie Capozzi.

Prior to Meltwater, Jersey Mike's used free monitoring tools but articles were often missed. They were also lacking a way to measure and share PR successes with executives and franchise owners.

With 1,161 franchises and millions of social posts a day mentioning Jersey Mike's, filtering through social feeds in search for that one "nugget" of information important enough to share with executives was a tedious and unreliable process. "We had no way to quickly identify a problematic post or take action on issues in real time," Capozzi recalls.

Alerting Executives in Real-time

Since subscribing to Meltwater's monitoring and social listening tools, Jersey Mike's press coverage has tripled. They are now able to track and report PR ROI to executives and franchise owners, benchmark against competitors, and highlight polarizing incidents in the news affecting these numbers.

"Meltwater is very flexible and constantly adds new products that we need," said Capozzi. Jersey Mike's currently utilizes the full Meltwater suite, with the most recent value coming from Meltwater Executive Alerts (EA).

Through EA, Jersey Mike's can now follow the most impactful trends across all social channels and identify top influencers in their space. When a recent crisis surfaced through Meltwater's broadcast monitoring, Josie was alerted early and had a plan in place before social media caught wind of the situation. EA kept her informed of the conversation on social and identified the appropriate influencers needed to effectively squash the legitimacy of the story.

Whether they have positive coverage about launching a new product or a charitable campaign, or are alerted to posts of people misrepresenting the brand or employees not following corporate social policies – the combination of Meltwater Engage and Executive Alerts allows Jersey Mike's to identify trending topics in real time and effectively take action from a single sign on.



See Meltwater in action >

Stay in the Know on Top Social Trends and Influencers

“Meltwater Executive Alerts give me a better pulse on what’s being said on social. I now have greater confidence that I am seeing what’s trending, I understand who the top influencers are from our industry, and I can easily share them with franchise owners.”



Mentions: The Twitter hashtag **#mannequinchallenge** is starting to trend around "jersey mike's".



Baches (359)
_Nooooaaah

RT @steven_guillen0: Jersey Mike's edition / #MannequinChallenge / <https://t.co/iywSp9n5rE>



#mannequinchallenge

92 mentions in the last 135 minutes.



6 Shares

48.4M Current Reach

Quantify and Share Positive Coverage with Executives and Franchisees

“Thirty percent of our annual impressions come through our “Month of Giving” campaign, and since we’ve been monitoring it through Meltwater we’ve more than tripled our results. Our ability to quantify the press we’re getting and share this type of growth has really helped us shift how PR is viewed internally.”



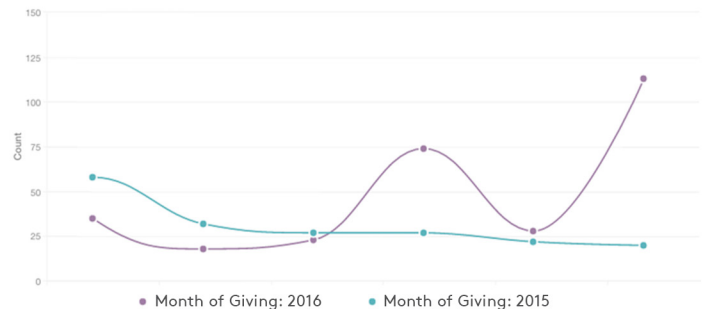
Dashboards



Dashboards > Jersey Mike's > YoY Comparison-Month of Giving

April 30, 2016 - June 30, 2016

April 30, 2015 - June 30, 2015



Calculate, Compare and Share YoY Media Growth

“For our monthly PR call I share how much media we got in a given month compared to the same month last year. We want to know where the press is coming from, how much was online vs television, and we look at the dollars associated with the coverage. It’s nice being able to put a price on PR and even better reporting two million extra dollars worth of brand exposure that we didn’t have to pay for.”

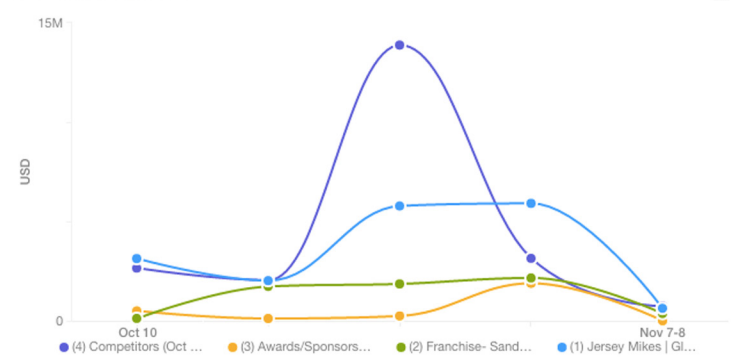


Dashboards



Dashboards > Jersey Mike's

AVE - Media Breakdown



— Josie Capozzi,
Vice President Franchise Relations