CLEAR VIEW SOCIAL

by *v*profitsolv

Legal Recruitment Firm Uses
Clearview Social to Automate Social Media Management & Boost Lead Generation

Challenge
Reduce time spent managing brand and personal social media accounts manually while motivating employees to share company content to boost reach and generate leads.

Solution
Using the Clearview Social employee advocacy and automation platform, the firm reduced key team members' time spent managing brand social accounts, increased reach and engagement by consistently posting at optimal times, gained over 1,200 followers on LinkedIn, and began connecting with more qualified leads.

Benefits
- Pernini Legal has increased social media reach with over 27,500 page views and 14,500 post views since May.
- Increased reach and engagement replaced the need for paid ads, with organic social posts netting over $856 in Earned Media Value.
- The firm increased the number of recruitment candidate leads and noted an increase in lead quality.
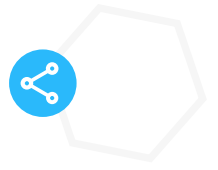
Roadblocks
- The firm lacked automation tools to find, caption, and share content, schedule posts at optimal engagement times, and link social accounts to track engagement.
- Employees struggled to find time to manage social media pages with 800+ recruitment candidate applications to analyze weekly.
- The firm sought to increase reach on key social platforms to connect with more qualified candidates in and beyond the legal realm.
- Pernini Legal wanted a social media automation and employee advocacy solution that prioritized simplicity, hands-off management, and results.

When Pernini Legal, a legal recruitment and career development firm, became overwhelmed with manually managing social accounts to generate leads, increase brand awareness, and engage qualified candidates, they turned to Clearview Social in search of automation and employee advocacy solutions to drive their digital marketing efforts.

After evaluating different solutions and platforms to achieve their goals, the firm chose Clearview Social for the robust features that would enable them to put social marketing initiatives on autopilot, like PeakTime™ AI scheduling, the Shuffle Content caption generator, and automated content queues for one-click sharing.

Jenna Murphy, Vice President of Strategy and Development at Pernini Legal, shares the impact Clearview Social is making on the firm's growing social presence by enhancing their engagement, reach, brand awareness, and lead generation capabilities.

Expanded Reach with 1.2K New Followers & 27.5K Views

The firm has significantly expanded their reach and engagement on social media by posting engaging content at optimal times with Clearview Social—especially on LinkedIn, where they have the most success connecting with recruitment candidates from legal and other industries.

Since May 2024, Pernini Legal has garnered over 14,500 post views and 27,500 page views on LinkedIn while gaining 1,200 new followers. The company has netted over $856 in Earned Media Value, or the cost they would have paid for ads to get the same number of impressions and clicks.

The team has also been able to engage prospects in a meaningful way since using Clearview Social, netting 345 clicks and 152 shares on social media in a six-month period.

Increased Efficiency with Time-Saving AI & Automation Features

Pernini Legal joined Clearview Social to automate social media marketing tasks. Features like PeakTime AI Scheduler, automated RSS content queues, and one-click sharing have saved the firm valuable time with the ability to take a hands-off approach to social media management.

"First and foremost, it was the [PeakTime™ Scheduler] feature—posting things at the peak time that would get the most awareness on LinkedIn. It took out of our hands the necessity to know the right time to post—to allow Clearview Social to do the work for you, not having to do it manually each day." — Jenna Murphy, Vice President of Strategy and Development

Clearview Social's AI caption generator, Shuffle Content, and the ability to load approved content to share from RSS content feeds have also been time-savers for Pernini Legal. Jenna appreciates how these features have allowed the firm to *"set it and forget it."*

"[With Shuffle Content], you write it out, then let AI revamp it to make it even better. The ability to set it and forget it—that's been the biggest thing, coupled with PeakTime™ posting, which has been just a lifesaver."

Amplified Content with Team Member Advocacy and Personal Branding

Pernini Legal President and CEO, Teresa Pernini, and Jenna are also focused on growing their personal brands with Clearview Social. The platform enables them to amplify content, like job listings and blog posts, to thousands more followers on critical networks like LinkedIn for increased reach and brand awareness.

"Our company page has seen some increase—the main part is Teresa's page. She's been able to utilize Clearview Social, and eventually, all the recruiters will be using it as a way to push [content] out. Clearview Social, and Teresa's outreach in particular, has helped draw in more eyes and brought in a quantity of people."

Enhanced Lead Quality & Lead Generation Efforts

Clearview Social's ease of use and automation features have simplified the process of posting engaging content at peak time periods for engagement, resulting in an increased number of qualified leads finding the firm through social media.

"As a legal recruiting firm, we definitely have seen quality go up—to some degree associated with Clearview, and we've had more success at this point placing non-legal folks. All of that comes with Teresa being more visible on LinkedIn—that links back to the company page and has a direct result of people applying."

By choosing content sources and RSS feeds that deliver a steady stream of great content to share with one click, the team ensures articles and posts they share are on par with the Pernini Legal brand. The firm's mission to connect with as many high-caliber candidates in and outside the legal realm as the firm grows hinges on posting quality content.

As Jenna shared, *"I don't want to put out content that is not going to resonate with people or be seen as mediocre—that's not our point."*

Led Optimization Efforts with Powerful Metrics

Looking forward, the firm will be tracking more social media analytics through the Clearview Social platform dashboard. In Jenna's strategy and development-focused role, she sees great value in using these metrics to continually optimize the company's social media strategy.

"One of the reasons Teresa brought me on was strategy and development. Being a startup, I've done more admin stuff and less of the strategy and development side [before Clearview Social]. Now that we're getting established, I'm trying to do more of what I was hired to do."

As Pernini Legal expands, the Clearview Social platform continues to support their growth with solutions that simplify and streamline employee advocacy and social media management initiatives. Giving team members the power to take ownership of their personal brands, supercharging the firm's follower count, engagement, and reach, and helping the company connect with more qualified recruitment candidates on social media has made Clearview Social an indispensable part of their marketing toolkit.

About Pernini Legal

Pernini Legal is a legal recruitment and career development firm that specializes in placing high-caliber legal candidates with firms and corporations in Atlanta and nationwide. The firm is rapidly expanding into recruiting for industries beyond the legal realm, prioritizing each candidate's personal growth and career development for long-term success as they make goal-aligned, strategic placements in the legal industry and beyond.

About Clearview Social

Clearview Social is an employee advocacy platform designed to simplify social media management for brands with a suite of powerful AI tools and automation features. From developing employees into digital brand advocates with ready-to-share content and AI-generated captions to one-click sharing and real-time analytics, our platform helps brands fortify their social media strategies with the transformative power of employee advocacy and automation.

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