

# Competitive Battleground

For use when selling hibu website products

## Company

GoDaddy.com, LLC.

## Logo



## URL

www.godaddy.com

## Related Products and Services

Current related product assortment for the competitor

- websites
- design & maintenance
- mobile optimized
- seo services
- online advertising
- ecommerce
- social
- online directories
- email marketing
- video services
- results and reporting
- full 24/7 support

## Quick Description

Go Daddy is a privately held company that is primarily an internet domain registrar and web hosting company. They are the world's largest domain name registrar and web hosting provider. GoDaddy provides product and support in 37 countries, 44 currencies, and 17 languages.

## Strengths Company Analysis

- 17 years in business and tracking to \$1.4B in revenue
- Heavy investment and commitment to mass media marketing
- Recent expansion into 21 new markets, 14 new languages
- Substantial growth in India and increased advocacy to business owners with .IN domains
- Heavy brand recognition in the SMB market

## Weaknesses Company Analysis

- Not profitable as of 2014 with their heavy investments
- Recent transitions from CEO Parson to Irving has caused some instability

## Voice of the Customer Company Analysis

- Customer note that the DIY tools are self-explanatory and very easy to use
- Many seemed pleased with Customer Sales and Support being average or above
- Lowest priced packages, which is heavily advertised, do not include basic industry marketing features
- Many complaints about email features having issues and glitches
- Many complain that SEO is not getting customers found as promised

## Messaging and Positioning

GoDaddy uses simple, but aggressive messaging that inspires users to "do it today" for very low cost. The image and messaging of the company is provocative and appeals to the self-sufficient, "my way" small business owner. This is important to note as it helps to differentiate the persona of the SME and what type of messaging appeals to them. It is very straightforward and does not attempt to get overly technical or too benefit driven.

<b>Founded</b>	1997
<b>Headquarters</b>	Scottsdale, AZ
<b>Stock Listing</b>	Not Public (IPO filed 6.9.14)
<b>Employees</b>	4,400 (est.)
<b>Markets</b>	Unknown
<b>Core Products</b>	Domains, Hosting, DIY websites
<b>Additional Marketing</b>	SEM, SEO, Email Marketing
<b>Revenues</b>	\$979M in 2014



GoDaddy has great brand recognition and is investing heavily in advertising to the SMB customer. They do not offer the same history or expertise in SMB marketing and their website solutions are primarily aimed at new businesses that have just recently purchased a domain

## Competitor Pricing

A quick snapshot of the competitor's product, pricing and main features when comparing to the hibu website product.

Do it Yourself	
Product Name	Price
Personal	\$5.99/mo
Business	\$5.99/mo
Business Plus	\$10.99/mo
<b>Personal Website</b>	
<ul style="list-style-type: none"> <li>Free domain w/ annual plan*</li> <li>50 personal themes</li> <li>Unlimited pages</li> <li>1GB disk space</li> <li>150GB bandwidth</li> </ul>	
<b>Business Website</b>	
<ul style="list-style-type: none"> <li>300 personal and business themes</li> <li>10GB disk space</li> <li>300GB bandwidth</li> <li>5 business email addresses</li> <li>Mobile site</li> </ul>	
<b>Business Plus</b>	
<ul style="list-style-type: none"> <li>50GB disk space</li> <li>1000GB bandwidth</li> <li>10 business email addresses</li> <li>Mobile site</li> <li>SEO, One-click social media manager</li> <li>1 year SSL certificate</li> </ul>	

Do it for Me	
Product Name	Price
Standard	\$89.99/mo
Premium	\$169.99/mo

### Standard

- 5-page website
- Template-based website – up to 300 designs to choose from
- Fast – ready in as little as two weeks
- 30 minutes of updates per month

### Premium

- 20-page website
- Custom-designed to work with your existing logos and images
- Fast – launch in as little as four weeks
- 30 minutes of updates per month
- 1-on-1 consultation with your graphic designer
- Receive a website mockup for approval before we proceed
- Up to 2x more images, videos, form fields, and links from

## How to Win

When competing for a potential customer that may be also considering Wix.com, try to arm yourself with a strategy. Take into consideration the areas of focus below:

- **No Expert Site Building.** GoDaddy's design service requires the customer to tell them exactly what to write and where to place images and other graphics. This again puts the burden on the customer to basically build their website over the phone.
- **Focus on Design Showcase.** GoDaddy does not position their templates or designs as a strength, so it is hard for the customer to visualize what their business website will look like until they are deep into the consultation process. Focus on our modern, elegant design showcase and how the customer's website can really look.
- **Only 30 min of changes a month.** Customers are picky and can change their minds often. GoDaddy will only allow for 30 min of changes per month for their DIFM product. hibu offers capped editing as part of Wave but does not have a time limit.

## Objection Handling Sales strategies for assisting in overcoming objections

Objection	Claims and Rebuttal
No Build Fee	GoDaddy does not claim to have a build fee. This is because they simply put the client into a template and have them tell consultants what they want to the website to say. This does not take into account SEO and other critical elements of good website design and can have a negative effect on website performance in the long run.
Live in 2 weeks	GoDaddy can quickly turn around a website for a customer because basically they are not really designing and copywriting but essentially letting the customer design it over the phone. Unless the customer purchases the most expensive package, they can not review the website before it goes "live".
Satisfaction guarantee	GoDaddy does not openly state a 100% satisfaction guarantee. Any guarantees are buried in the terms and conditions downloads.

## Remember!

While GoDaddy is certainly recognizable and most SMB have heard of them, they do not necessarily provide the right value for a growing business. Their website packages seem very low priced but often dont have the features and attention to detail that is the right solution for the business.