



Competitive Battleground

For use when selling hibu website products

Company

Dex Media, Inc.

Logo



URL

www.dexmedia.com

Founded	1999
Headquarters	Dallas, TX
Stock Listing	NASDAQ: DXM
Employees	4,000 (est.)
Markets	142 local offices in 42 states
Core Products	Domains, Hosting, Websites
Additional Marketing	Print, SEO, PPC, Social
Revenues	Nationwide Salesforce, online
	\$1.4B in 2014

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

Dex Media, Inc. is one of the largest national providers of social, local, and mobile marketing solutions through direct relationships with local businesses. The April 2013 merger of Supermedia and Dex One established a powerful marketing services company with digital revenue approaching \$500MM and a near national footprint of over 650,000 customers.

Strengths Company Analysis

- 26 years in business
- Full portfolio of products and services
- Successfully merged with SuperMedia
- Large direct sales team in 143 markets
- 110,000 new customers in 2013; 5.9M new addresses

Weaknesses Company Analysis

- Salesforce struggles with selling digital vs traditional print
- Serves only the U.S. and no immediate plans of foreign expansion
- Only has a DIFM product and does not serve the DIY customer

Voice of the Customer Company Analysis

- Customer praise the consultative approach to DIFM and attempt to portray a full-time marketer
- Many enjoy having the ability to use one company that can do everything
- Complaints high about salesforce that over promises, including SEO, website design and lead generation capability
- Information not always submitted properly and on-time to the website
- Billing and collection issues persist, most notably are cancellation requests that are not processed

Messaging and Positioning

DexMedia messaging is driven more towards assisting the SMB with getting found by their target customers. It tries to convince them that the site is needed but is also simple and affordable. It then discusses the differences between template websites and customer designs, depending on the business need. This is very similar in approach to Web.com's value proposition of "You Say It, We Build It." in "You Dream it. We build it."



DexMedia has many of the same products and services as hibu but they do not position their website product as a strength. A potential customer cannot look at designs or get a good idea of how their site will look until they are further along in the process.

Competitor Pricing

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

Do it for Me Website	
Product Name	Price
Template Website	\$65-75/mo
Custom Website	Consultative

Template Website

- Professional design that captures your company's strengths
- Quick delivery based on a short, simple exchange with you
- Revisions and updates even after your site is launched
- Analytics and reporting to track your website activity
- Title tags and keywords to create a search engine-friendly site
- Small business web hosting, domain registration and email hosting
- Features such as industry images

Custom Website

- Unique custom design that is tailored to your company's brand
- Freedom of design and flexibility
- Responsive design displays user friendly experience on a desktop, mobile, or tablet
- High quality graphics, animated sliders, forms, maps, and links to social media
- Higher level of customer support with a white glove approach

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:

- **We offer flexibility.** DexMedia only offers a DIFM offering at this time and only two product tiers, templates and custom. We have more flexibility to select the right package and solutions for the customer at this stage of their business.
- **Focus on Design Showcase.** DexMedia 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.
- **Satisfaction Guarantee.** DexMedia does not openly claim a complete satisfaction guarantee. In fact, the customer has to dig deep on the website and read the terms and conditions which can be complex. Focus here on our bold claim of 100% satisfaction for the customer.

Remember!

DexMedia has a lot of history, especially in print. They have a large, nationwide salesforce that is very capable, which is also why they do not have a lot of pricing and product feature explanation on their website. They push hard for consultations to begin a sales process and initiate action with the customer.

Objection Handling Sales strategies for assisting in overcoming objections

Objection	Claims and Rebuttal
Dex also has SMB marketing	DexMedia does offer other solutions beyond websites but there does not appear to be valuable bundles for the SMB and of the ones they do have, also include print advertising to keep their print business alive. Not all customers will need print. They also do not advertise their pricing for different products on their website without speaking to a representative.
Hibu design fee	While hibu openly states a design fee for DIFM websites, DexMedia does not until the fine print. Their custom website solution requires consultation so it is unknown what this fee would be until the customer is already in a heavy sales pitch.
Satisfaction guarantee	DexMedia does not openly state a 100% satisfaction guarantee. Any guarantees are buried in the terms and conditions downloads.