

Competitive Battlecard

For use when selling hibu website products



Company

Weebly

Logo

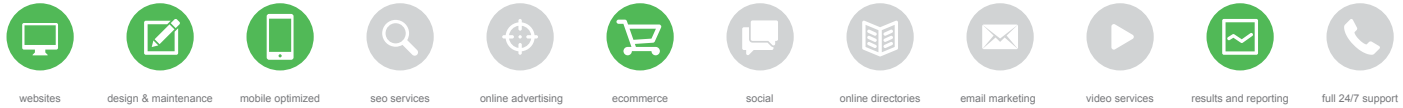


URL

www.weebly.com

Related Products and Services

Current related product assortment for the competitor



Quick Description

Weebly is a web-hosting service that allows the user to “drag-and-drop” while using a free website builder. It uses a simplistic widget-based site builder that operates in a web browser. Weebly automatically generates a mobile version of each website. Founded in 2007, it is privately funded. Weebly is available in 11 languages.

Strengths Company Analysis

- 8 years in business since 2006
- Heavy support from Silicon Valley investors
- Hosts over 20MM websites
- Easy-to-use web editor and over 100 professional templates

Weaknesses Company Analysis

- Only basic features for blogging and ecommerce
- No DIFM design or maintenance services offered
- No complimenting marketing solutions or services offered
- Free and Basic website includes Weebly ads
- No free trials on any of the paid products

Messaging and Positioning

Weebly uses very simplistic messaging that centers around taking your great idea online, being at the forefront of the mobile revolution, and easy eCommerce. The messaging is a bit more modern, and also geared toward younger entrepreneurship. It can get technical from time-to-time, but it is easy to discern what you get with upgraded packages.

Voice of the Customer Company Analysis

- Customer enjoy the DIY nature and easy-to-use editor for designing their own website
- Many seem to praise the expanding ecommerce capabilities and allowing them to sell online quickly
- Concerns on password protection only being available in Pro and Business plans
- Many feel Weebly is ideal for very small businesses and hobbyist, no ability to scale for larger businesses
- More sophisticated “customization” requires knowledge of CSS coding; no support to assist with changes

Founded	2006
Headquarters	San Francisco, CA
Stock Listing	Not Public
Employees	80 (est.)
Markets	Unknown
Core Products	DIY websites, mobile websites
Additional Marketing	ecommerce, blogging, web apps
Revenues	TV, Radio, Online
	N/A

Weebly is highly praised for its simplicity and elegance in website design but is essentially another Wordpress. They do not offer the features and services to support a growing small business and is only ideal for startups that want to try building a site.

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
Free	\$0.00/mo
Starter	\$4.00/mo
Pro	\$8.00/mo
Business	\$25.00/mo

<p>Free</p> <ul style="list-style-type: none"> • Drag & drop builder • Free hosting • Unlimited Pages • Up to 5 products eCommerce • 3% transaction fee • Integrated shopping cart: checkout@weebly.com • Google Advertising credit: \$100 <p>Starter</p> <ul style="list-style-type: none"> • Free + • Connect your domain • Expanded statistics • Premium Support • Up to 10 products eCommerce <p>Pro</p> <ul style="list-style-type: none"> • Starter + • Customizable footer • Remove Weebly link • Your own favicon • Header slideshow • HD video and audio players • Password protect changes • Site search • Up to 25 products eCommerce <p>Business</p> <ul style="list-style-type: none"> • Pro+ • SSL security • Unlimited products for ecommerce • 0% transaction fee • Integrated shopping cart on your domain • Digital goods • Inventory management • Shipping and tax calculator • Coupon codes

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:

- **Just Websites.** Weebly has an elegant and capable website editor but lacks supporting marketing functions such as SEO management, PPC advertising, design and maintenance services that are important to a growing, small business.
- **Where is the support?** Weebly has a very small staff and support organization. Since they only focus on DIY websites, they can not offer design and maintenance solutions for larger customers. Any established SMB will need more robust offerings.
- **SEO is DIY too.** Weebly offers no copywriting or programming for SEO and relies on the customer to have knowledge to do these tasks. This can put the business at a disadvantage quickly.

Remember!

Weebly is a small upstart that has had some initial success in the website market. More tech savvy small businesses or sole proprietors may like their product but they will have advanced knowledge of SEO and design, which is not the norm for most.

Objection Handling Sales strategies for assisting in overcoming objections

Objection	Claims and Rebuttal
Easy to Use	If a customer wants to DIY, hibu's website product is just as easy to use and has many fantastic templates to choose. For those that would rather have someone else do it, The hibu Design Service can take the guesswork out of what template to use; delivering the right SEO optimized content, and does the work for you, so that you're online ASAP.
Price is cheaper; upgrades available	Weebly puts ads on Free and Basic websites and the customer will have to upgrade to get extras like video. The hibu Design Service not only lets you upload videos, but also creates a professional video that will enhance your online presence, and we'll keep it fresh by updating it once a year.
Support available	Weebly features support but it is online only