

Competitive Battlecard

For use when selling hibu website products

Company

Yodle

Logo



URL

www.att.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

Yodle sells online marketing to small businesses ("Local Online Advertising"). The company helps small businesses, described as 'local businesses', with desktop and mobile-optimized website listings on search engines, paid search advertising and search engine optimization.

Strengths Company Analysis

- 9 years in business since 2005
- Heavy investment from venture capital
- Fast growing with over 45,000 customers
- Generally favorable coverage and exposure

Weaknesses Company Analysis

- Focus on selling complete solution package
- Package costs vary but are higher than industry averages
- Limited plan maintenance per month

Messaging and Positioning

Yodle uses simplistic messaging to dial up the importance of the comprehensive "Marketing Solutions" package. It goes into detail of each function without jargon, and justifies the need for each function with percentage statistics images to enhance value.

Voice of the Customer Company Analysis

- Highly regarded as a comprehensive digital marketing solutions by most users
- Customers praise the consultative 1:1 support and approach by reps; efficient and friendly
- Concerns of the templates being too basic, professional but not overall amazing
- Many complain that leads generated to website were junk calls or telemarketers
- Some have noted that sites did not include all content even though it was given during the consultation

Founded	2005
Headquarters	New York, NY
Stock Listing	Not Public
Employees	1,157 (est.)
Markets	Unknown
Core Products	DIFM websites, Reviews, SEM
Additional Marketing	Email Marketing, Social
Revenues	Direct sales, online, YouTube
	\$163MM in 2013



Yodle positions themselves as a SMB marketing company and sells their website bundled in a marketing package. This is a one-size-fits-all solution that may not be right for every small business customer.

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	
Product Name	Price
Marketing Essentials	Consult
<ul style="list-style-type: none"> Professionally build website List website on 50 directories Mobile optimization Maps and directories Collect and post customer reviews Get found in search engines Create and send email Facebook page Distribute special offers 	

How to Win

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

- **One solution fits all.** Yodle has had some initial success in the SMB website space but their solution is really a "one size fits all" proposition. This does not offer the SMB flexibility to add or use features as their business necessitates. Not only that but it is bundled with all of their related marketing solutions.
- **Expertise in SMB marketing** AT&T has focused largely on mobile, cable and internet products but does not have a long history of SMB marketing focus.
- **Unknown templates and designs** There are no DIY offerings so all customers must have Yodle perform the website design. They do not offer example templates or designs so the end result is unknown until it is finally delivered.

Remember!

Yodle's strategy is much different than most in the SMB website space and that have experienced some initial success. Offering only one marketing package will have its drawbacks and prevent them from engaging the newest businesses that may want to add enhancements or services as they experience growth.

Objection Handling Sales strategies for assisting in overcoming objections

Objection	Claims and Rebuttal
Yodle will drive traffic to my website	Yodle bundles much of the same services and solutions that hibu offers, only in one package. With hibu, customers have the ability to add only those solutions that are most relevant to their business goals.
Yodle offers mobile optimization	Our designs are already mobile optimized to ensure they look great on any device
Yodle submits to 50 directories	With the premium service enhancement, hibu will update and submit to over 400 local directories