

As part of our commitment to help businesses adopt technology that will help them achieve success, BCSG works closely with our partners to identify examples of go-to-market best practice.

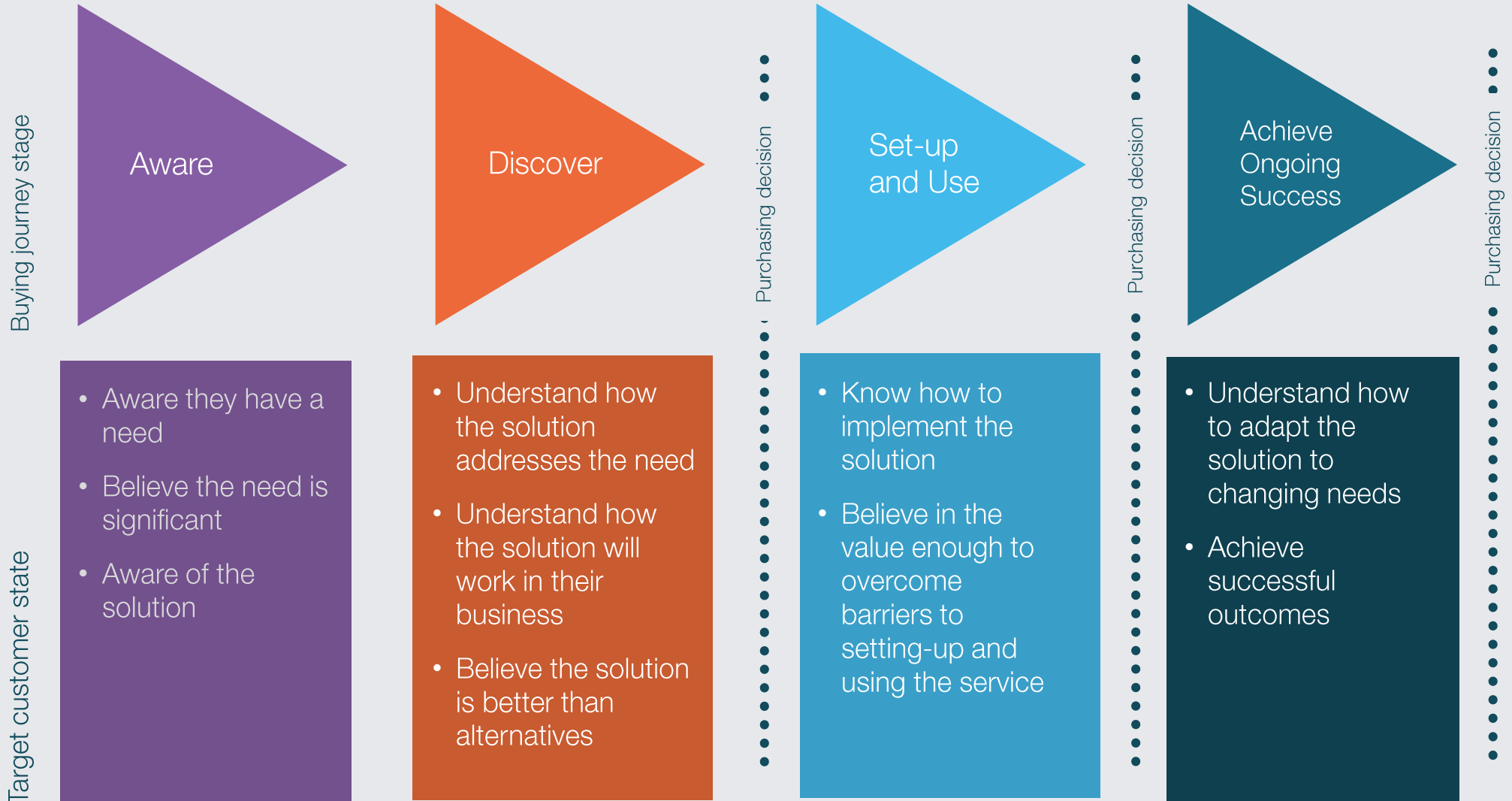
This series provides some insights into the challenges ISVs face and the solutions they have found. In this booklet we look at the approach Google Apps for Work takes.



Weebly is the leading Do-It-Yourself web building software with over 30 million active users

It allows you to easily create, and personalise, a high quality website, blog or online store

The buying journey and target end state of the customer



Aware

Goals

- Show how application can help their customer achieve goals
- Start a relationship and demonstrate you are credible
- Ensure the customer recognises the business need
- Highlight that a solution is available



Challenges

- Showing customers they don't need technical skills to build a site from scratch
- Getting in front of prospective customers - making them realise that a DIY solution is available

The Weebly Way

- Deep understanding of target customers - provide content relevant to customer needs
- Provide a low barrier option, e.g. Freemium, which they can upgrade as their needs grow
- Use multiple channels to get in front of customers, they have recently introduced TV ads and a bus tour around America
- Word of mouth is one of the best marketing tools!

Discover

Goals

- Show how the solution addresses the customer's needs
- Help the customer identify the value for their business
- Give examples and proof points of similar businesses
- Educate the customer on how the solution works



Challenges

- Getting people to trial the Freemium model, getting them used to the application
- Perceived complications tied to creating e-Commerce stores

The Weebly Way

- Highlight the value quickly – use customer stories and testimonials to showcase
- Consider the journey the customer goes on and how you can support them at the various stages
- Showcase the application's ease of use; drag and drop, no technical or coding skills required
- Incentivise customers to move beyond the Freemium offer by helping use the deeper functions

Set up
and use

Goals

- Guide customer to reach the first successful outcome
- Support customer to overcome set-up hurdles
- Tell the customer the best practices to embed into day to day business activities

weebly

Challenges

- SMEs don't know what content to put on their sites
- Getting SMEs to "publish" their website

The Weebly Way

- Provide various types of support – phone/ chat/ email, plus additional self serve options like video and blog content.
- Know what isn't working; customers were intimidated by "white pages" so there are now template pages which have emphasis on verticalisation
- Offer a content guide which guides SMEs on what kind of content they should be providing across their website

Achieve
Ongoing
Success

Goals

- Remind the customer of the value they receive
- Help embed the services into the rest of the business
- Show the customer how they can get more from the solution
- Encourage customer to promote the service



Challenges

- Getting customers to actively manage their site
- Customers ceasing to make edits to their site and ultimately stop renewing their contract

The Weebly Way

- Closely monitor and reach out with educational content to those SMEs that are less engaged
- Acknowledge that as a business grows their needs change, and show them the tools most relevant to them
- Continue to educate about improvements you offer, especially those that address their needs and provide added value