



Case Study: GoDaddy Turned into #noDaddy

1. STATUS

What do you do when your website is down? You check your service provider first. Now imagine what happens when thousands of people do it at the same time. This happened when the GoDaddy's servers went down and people's websites were unable to load due to an anonymous hack attack. The reactions over the Internet were gathered under just one hashtag - #noDaddy. The company didn't quickly send out an official statement, which resulted in a flood of negative comments from users.

2. ISSUES

The actual hack of GoDaddy's servers was not the only problem - the hosting provider didn't inform its clients directly about the crisis and their actions to deal with it. It appeared that the company's PR team was not prepared to face the critical situation. The lack of communication was a major problem.

Furthermore, the e-commerce businesses hosted by GoDaddy were losing money while their platforms were down. GoDaddy needed to change their strategy and communicate with their customers better. Hours after the customers' websites went down, the company started inundating their Facebook wall and Twitter account with the same updates.

Another huge gap in the crisis management was the fact that GoDaddy's websites didn't have a mechanism to actually inform those, who don't follow them on social media. The message from the company's CEO Scott Wagner appeared hours after the crash.

Most users received an email at 1:33 PM (CDT), hours before the official CEO's statement to be live on their website. That mail was not an update of the current unstable situation, but an offer for 20% discount.

3. ACTIONS

Despite the fact that the company not providing its customers with sufficient information on the issue and its resolution, GoDaddy survived this crisis mostly unharmed. This are the actions they took: p First they made a statement informing their users that there has been a major crash and they are working on fixing it.

The next update flow was did not provide any valuable information, as the posts kept on repeating that GoDaddy is still working on resolving the problem.

There have been mentions and comments from users, asking GoDaddy if their social media managers are deleting the negative comments from some of the GoDaddy's unsatisfied clients.

GoDaddy subsequently sent out a message saying they take full responsibility for the crisis situation. GoDaddy refunded one-month service credit per each live website that crashed during the hack.



4. LESSONS LEARNED

Here are some valuable lessons which emerge from the GoDaddy case study.

Be the first source of information: If your clients are facing troubles with a product or service you offer, be the one to make the first statement and give your customers a solution.

Don't mix fixing the issue with generating more business: don't send messages with discount offers when you are still not able to provide ANY services due to a crash in your systems.

Try to inform your audience in an alternative way and in real time: the fact that your website is down doesn't mean that you cannot communicate with your audience on another platform. Making sure you are the original and the only reliable source of information, while keeping a real time conversation, is much more effective than mechanically spamming your social media accounts with the same messages.

If you are looking to protect your business from a potential online crisis or to resolve an existing one, BEYOO ONLINE is here to help. We can:

- develop an online crisis management strategy for your business;
- develop a social media crisis management and emergency response strategy;
- use SEO techniques to push any negative information about you to the back pages of search engines;
- monitor the web for potential risks, as well as a way to inform you of the status of your online reputation;
- train your staff members how to properly conduct themselves online.

Contact us:

BEYOO ONLINE.

Phone number: +41 76 624 00 15

E-mail: info@beyooonline.com

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