

BEING A MEMBER

A REVOLUTIONARY MARKETING OPPORTUNITY

The introduction

What can you do to market your business **with R349 or R589 per month?** Place a mini-classified ad in the newspaper? Print a few flyers? Or just boost an existing Facebook post?

These are all possibilities, but when you get down to it, this budget won't get you very far these days, and it definitely **won't make you stand out** in today's competitive online environment.

But, **what if you could reach anyone** interested in your product or service? What if you could stand out in the barrage of online competition, while at the same time **contributing to the marketing of your town?**

This is **what you are doing by investing** in the Xplorio membership. There are two membership options available:

The Pro Membership

(R589 per month + once-off R1299 setup fee)

The Advanced Membership

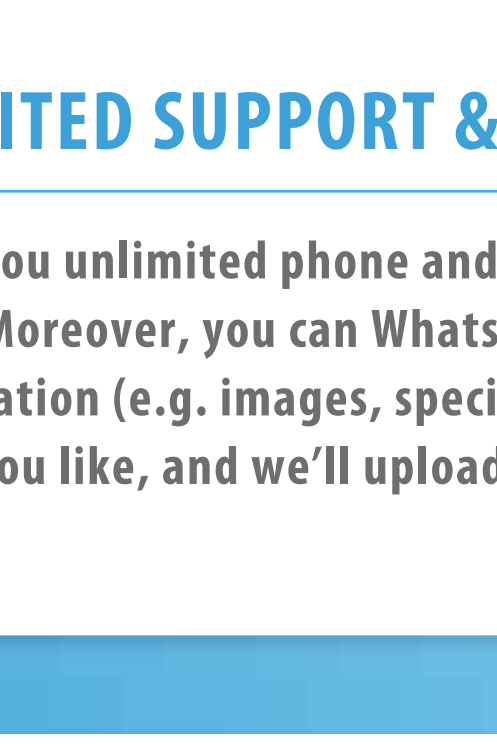
(R349 per month + once-off R1299 setup fee)

See the **four pillars of our value proposition** below.

1

Online

PRESENCE



BUSINESS ANALYSIS & WRITE-UP

We do a professional analysis of your business, and then get a professional copywriter to describe your business in the best way possible to convert maximum customers.



PHOTOGRAPHY

We get a photographer to take pictures of your establishment and make sure your photos are of top notch quality.



UNLIMITED SUPPORT & SERVICE

We offer you unlimited phone and chat support. Moreover, you can WhatsApp or email us information (e.g. images, specials etc.) as often as you like, and we'll upload it for you.

An impressive

ONLINE PRESENCE



2

Superior

EXPOSURE

Once your business has a good look and feel, the membership packages will **enhance your listing** and give you an image and all your contact details, directly on the Xplorio category page.

On the Pro Membership you even get a golden-blue background and a star - proven to increase customer conversion! Both memberships give a rank boost (more boost on the Pro!) and on the Pro Membership, you are even **featured in the banner at the top of the listing page**, making your business more visible to anyone visiting the Xplorio platform.

SPECIFICATIONS

VISUAL

LISTING ENHANCEMENT



PRO
ADVANCED
FREE

HUGE

LISTING BANNER

ON PRO MEMBERSHIP



ABOVE THE FOLD BANNER

BOOSTED

ON PAGE RANKING



3

Online

MARKETING

Overview

The memberships also include activating **Facebook Ads**, **search engine optimization** as well as ensuring that anyone **looking for your business online** is bound to find you. The Pro Membership allows us to invest double that of the Advanced Membership to get you the best online presence possible.

THE DETAILS

Our marketing on

Google

SEARCH RANKINGS

Our marketing on

facebook

AD TO BUSINESS

OWNER FEATURE

4

Town

MARKETING

Overview

Your membership fee will also help **Xplorio market your town** by creating **engaging videos**, **signage**, **printed advertising** and **town-specific merchandise**. The more people know about your town and all the establishments in it, the more likely it is that business will increase for all of us!

SPECIFICATIONS

TOWN VIDEOS

COMMUNITY CORRESPONDENCE

TOWN RANKINGS

TOWN PAID MEDIA

SIGNAGE IN TOWNS

MERCHANDISE

TOWN FACEBOOK

EVENT SPONSORSHIP

ONLINE ENGAGEMENT

NEWSLETTERS

xplorio

The Power of

Community

End