

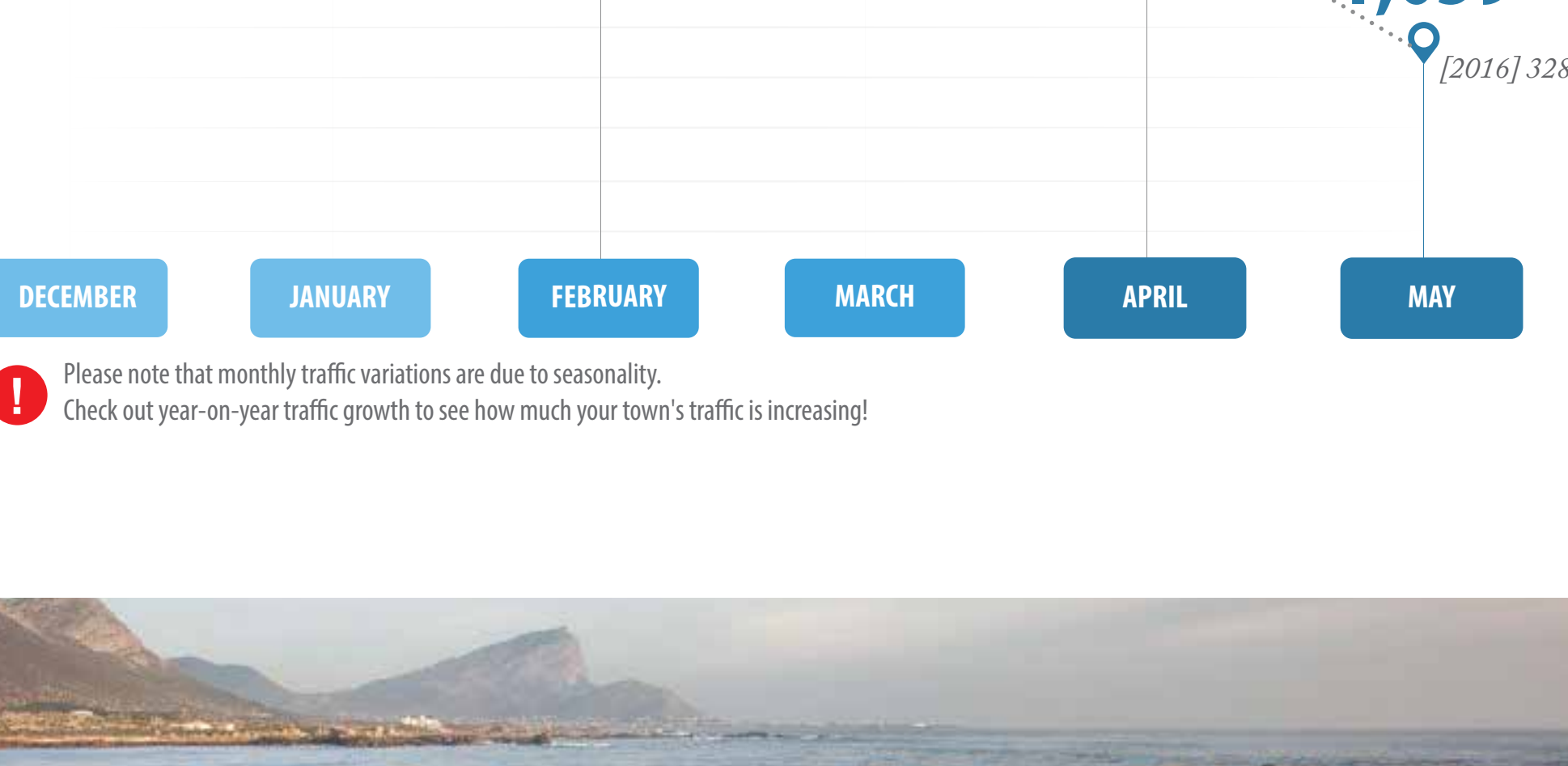
# WE BELIEVE IN PRINGLE BAY & ROOI ELS

## ★ What is this Report?

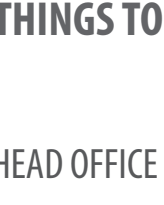
If you're **excited** about growing your town's online presence then this report is going to really make your day. Xplorio Pringle Bay has been **exploding online** but don't just take our word for it, we've got phenomenal results for you to browse below.

### 1 Xplorio Pringle Bay Online Growth

We are currently reaching **1,641** people searching for information about Pringle Bay on the internet every month. That's over **54** potential customers interested in your town per day!



### 2 Xplorio Pringle Bay's Top Performing Profiles



#### THINGS TO DO

★ HEAD OFFICE PUB



★ PIPEY'S SPORT BAR



★ MILLY JONES ART



★ MONIQUE DAY-WILDE



#### ACCOMMODATION

★ SEABREAK COTTAGE



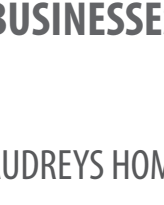
★ THE BARNACLE



★ SEA VILLA GLEN CRAIG



★ DREAMS



#### BUSINESSES

★ AUDREYS HOME CLEANING



★ CAPE TOWN TRIKE TOURS



★ CRAFTY GIFTS & DECOR



★ GUTHRIE & THERON



#### PLACES TO EAT

★ HANGING ROCK KITCHEN



★ MIEMS



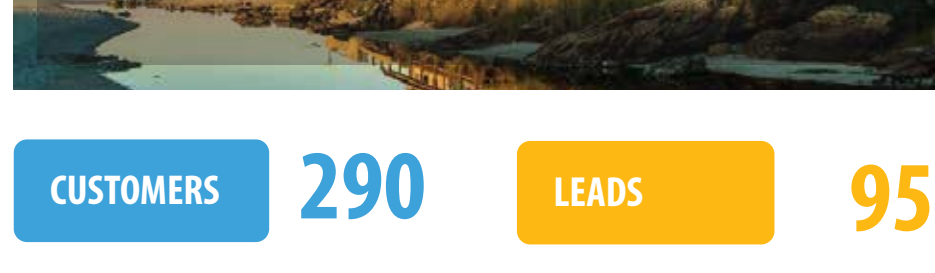
★ DIE BOSKOP BOMA



★ BISTRO THREE SIX FIVE

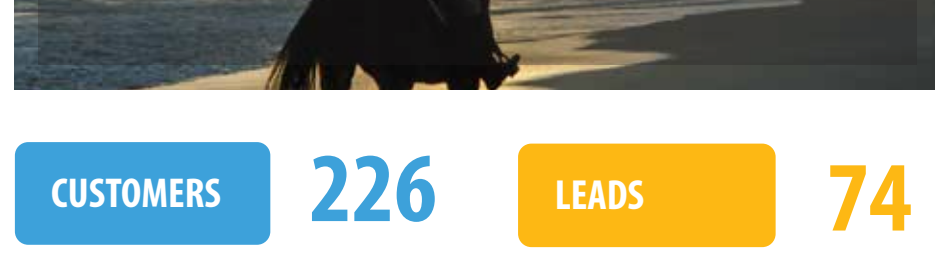


### 3 Xplorio Pringle Bay's Current Growth



#### ACCOMMODATIONS

CUSTOMERS **290** LEADS **95**



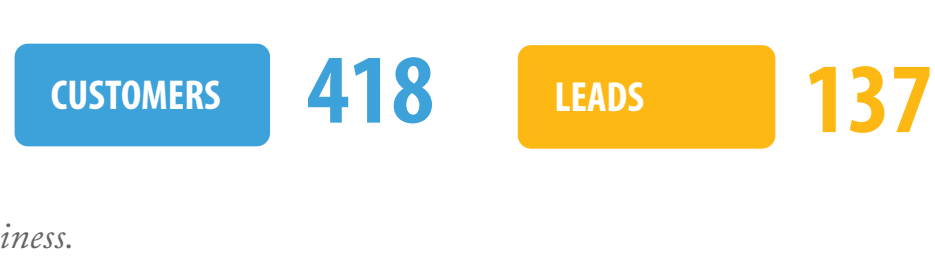
#### THINGS TO DO

CUSTOMERS **226** LEADS **74**



#### PLACES TO EAT

CUSTOMERS **80** LEADS **26**



#### BUSINESSES

CUSTOMERS **418** LEADS **137**

\* Customers are defined as website visitors with the intent of finding a business.

\*\*Leads are customers who enquire via phone or email with a specific business.

\*\*\*Data provided above are for the last 3 months.

~**91%** of Pringle Bay Businesses are already on Xplorio.

84 92

\* Numbers derived from stats.gov.za

### 4 How does Xplorio promote Pringle Bay?



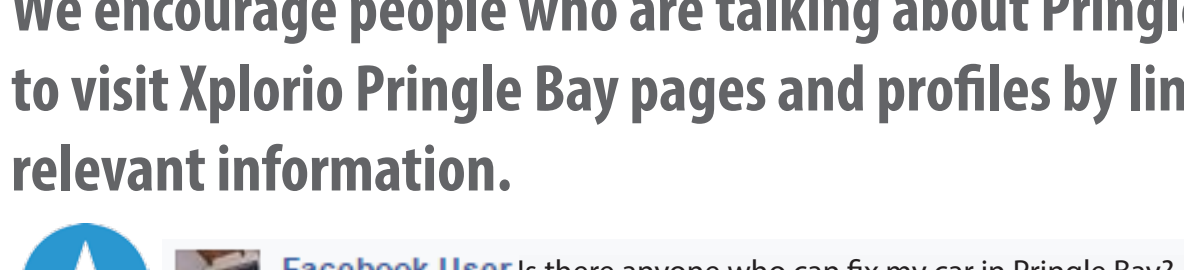
#### Social Media

We publish your town's content on our social media platforms, driving more traffic to Xplorio Pringle Bay pages and profiles.



#### SEO

We work on achieving first page results on search engines for all business categories that are relevant to Xplorio Pringle Bay .



#### Search Advertising

We pay for online keyword campaigns that are targeted to drive additional, relevant traffic to Xplorio Pringle Bay.



#### Traditional Marketing

We ensure constant brand awareness in the real world too with Xplorio Pringle Bay fliers, advertorials and more.



#### Online Reputation Management

We encourage people who are talking about Pringle Bay online to visit Xplorio Pringle Bay pages and profiles by linking them to relevant information.



Over **200** -Man Hours Spent

~**R18,000.00** -Advertising Spend



Over **80,000 People** -Reached via Social

Over **21,000 Users** -Total traffic to date



#### Highlights- Time Period



## MORE ABOUT XPLORIO

### Progress

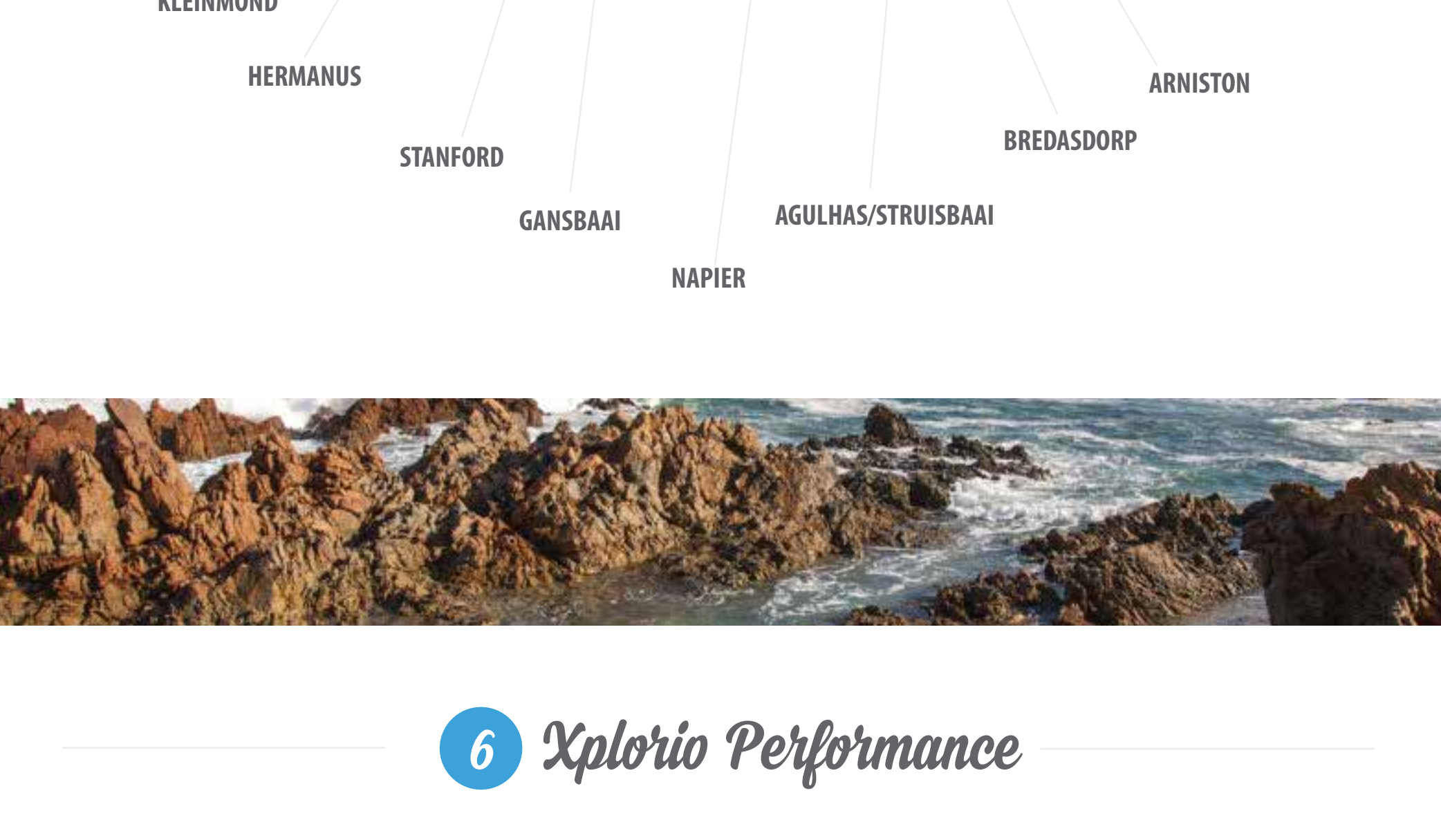
### 5 Xplorio Coverage

TOTAL TOWNS

**18**

WESTERN CAPE

COMING SOON



### 6 Xplorio Performance

#### THE NUMBERS



**5,000**

Businesses



**40,000**

Monthly Visitors



**9,000**

Enquiries p/m

#### MENTIONED BY



### 7 Why Support Xplorio?

It's simple. Because you'll be supporting **YOUR** local community, town and businesses.

Watch the Xplorio Pringle Bay video



Thank you From the Xplorio Team



Besides all the incredible people who support Xplorio Overberg, we also have some of the best local and international professionals invested in keeping our platform ahead of the curve.

"Alone we are strong, together we are stronger. The power of community"