

# WE BELIEVE IN GREYTON

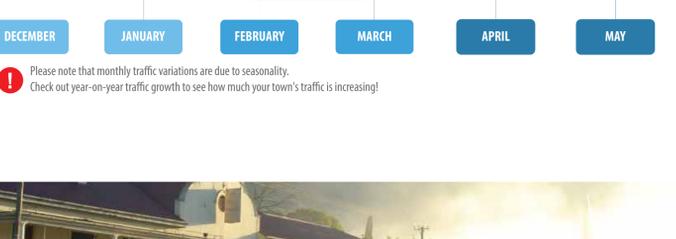
## ★ What is this Report?

If you're **excited** about growing your town's online presence then this report is going to really make your day. Xplorio Greyton 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 Greyton Online Growth

We are currently reaching **891** people searching for information about Greyton on the internet every month. That's over **28** potential customers interested in your town per day!

★ 28 Per Day



! Please note that monthly traffic variations are due to seasonality. Check out year-on-year traffic growth to see how much your town's traffic is increasing!

### 2 Xplorio Greyton's Top Performing Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ GREYTON CONSERVATION SOCIETY	★ GREYTON ECOLOGE	★ GREYTON LIQUOR & WINE BOUTIQUE	★ THE POST HOUSE COUNTRY HOUSE
★ ALIDA BOTHTMA ART	★ HEMELSBREED	★ ROUTE406	★ THE OAK AND VIGNE CAFE
★ #CLAUDIA	★ THE OLD POTTERS INN	★ IMAGE IT	★ PURE CAFE
★ SWALLOW HILL VINEYARD	★ POESPASRIEVER COTTAGE	★ FIORE GARDEN CENTRE	★ ABBEY ROSE RESTAURANT

### 3 Xplorio Greyton's Current Growth

ACCOMMODATIONS	THINGS TO DO
CUSTOMERS: 136	CUSTOMERS: 129
LEADS: 44	LEADS: 42

PLACES TO EAT	BUSINESSES
CUSTOMERS: 31	CUSTOMERS: 176
LEADS: 10	LEADS: 58

\* 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.

~89% of Greyton Businesses are already on Xplorio.

237 / 266

\* Numbers derived from stats.gov.za

### 4 How does Xplorio promote Greyton?

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

Social Media: Facebook, Instagram, Twitter, YouTube

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

SEO: Google, Bing, Yahoo!

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

Search Advertising: AdWords, Display, Video

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

Traditional Marketing: Xplorio, XPLORIO.COM/GREYTON

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

Online Reputation Management: Facebook User: "Is there anyone who can fix my car in Greyton?"

**Over 200** -Man Hours Spent

~**R40,000.00** -Advertising Spend

**Over 200,000 People** -Reached via Social

**Over 23,000 Users** -Total traffic to date

**Highlights- Time Period**

Agileta Community: "Set in beautifully restored buildings and lush gardens, the places to eat in Greyton offer great food paired with great ambience. And like the general area of the village, you can find a spot to graze at your own leisure. Click below to find out more about where to graze in Greyton." (1,196 people reached)

Where to Graze in Greyton: "Among their many talents, the community of Greyton has quite the knack for delicious cooking and creating unique dining experiences." (2 shares)

## MORE ABOUT XPLORIO

### Progress

### 5 Xplorio Coverage

TOTAL TOWNS: 18

WESTERN CAPE

Map showing Xplorio coverage in Western Cape towns: VILBERSDORP, BOTRIVIER, CALEDON, GREYTON, GRABOUW/ELIM, SWELLENDAM, BARRYDALE, RIVIERSONDEREND, ARNISTON, BREDASDORP, AGULHAS/STRUISBAAI, NAPIER, GANSBAAI, STANFORD, HERMANUS, KLEINMOND, BETTY'S BAY, PRINGLE BAY/ROOI ELS.

COMING SOON

### 6 Xplorio Performance

THE NUMBERS

5,000 Businesses

40,000 Monthly Visitors

9,000 Enquiries p/m

MENTIONED BY

traveller24, Getaway, South Africa, NATIONAL GEOGRAPHIC, CAPE TOWN TOURISM, OCEANS 2NICE

### 7 Why Support Xplorio?

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

Watch the Xplorio Greyton video

Watch Greyton 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"

