

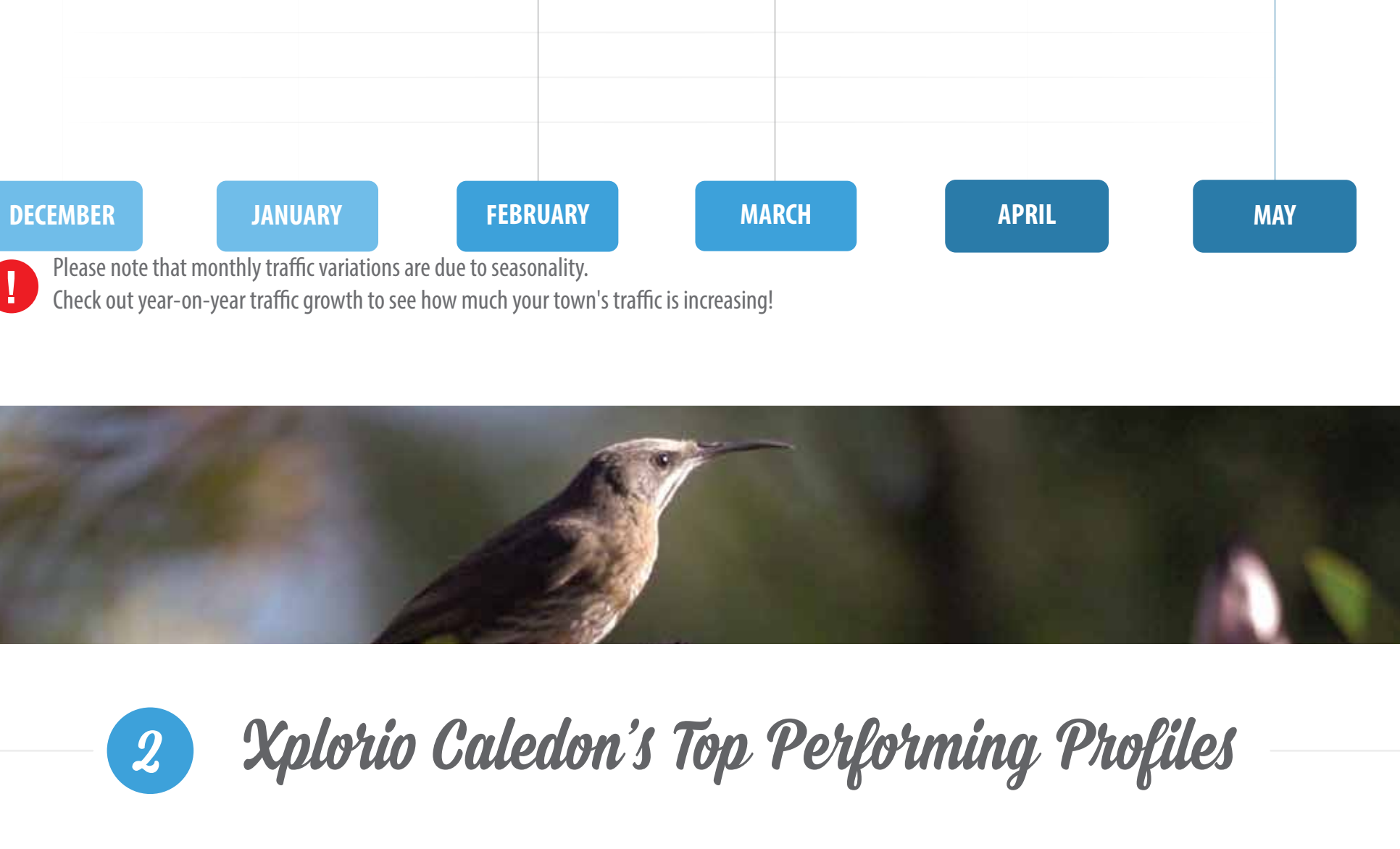
WE BELIEVE IN CALEDON

★ 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 Caledon 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 Caledon Online Growth

We are currently reaching **1,307** people searching for information about Caledon on the internet every month. That's over **42** potential customers interested in your town per day!



2 Xplorio Caledon's Top Performing Profiles

THINGS TO DO

- ★ CAROL MANGIAGALLI ART
- ★ CALEDON GOLF CLUB
- ★ DISPORE KAMMA
- ★ BEE JAYS SPORTBAR

ACCOMMODATION

- ★ VLOEDBOS
- ★ TOWN AND COUNTRY GUESTHOUSE
- ★ CYRIL ROSE B&B
- ★ LEEUWENHOF GUESTHOUSE

BUSINESSES

- ★ DIVVIE DE VILLIERS VERSE-KERINGS MAKELAARS
- ★ PRIMAFLA
- ★ CALEDON SPA
- ★ CALEDON HONDE SALON

PLACES TO EAT

- ★ GABBIANO RESTAURANT
- ★ FAT HENRY'S PIZZERIA
- ★ MASTRO CLASSIC PIZZA
- ★ ZOOOP

3 Xplorio Caledon's Current Growth

ACCOMMODATIONS

CUSTOMERS: 68 LEADS: 22

THINGS TO DO

CUSTOMERS: 126 LEADS: 41

PLACES TO EAT

CUSTOMERS: 40 LEADS: 13

BUSINESSES

CUSTOMERS: 230 LEADS: 75

* 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.

~84% of Caledon Businesses are already on Xplorio.



* Numbers derived from stats.gov.za

4 How does Xplorio promote Caledon?

Social Media

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

SEO

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

Search Advertising

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

Traditional Marketing

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

Online Reputation Management

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

Facebook User: Is there anyone who can fix my car in Caledon? 2 hrs

Over 200 -Man Hours Spent

~R30,000.00 -Advertising Spend

Over 200,000 People -Reached via Social

Over 19,000 Users -Total traffic to date

Highlights- Time Period

Xplorio Community

It's always good to know that there is a spot to grab a quick bite and that essential cup of coffee to jumpstart your day of exploring the Overberg. Only better to find out where to grab a cup of coffee in Caledon and start your day of right.

Spots for Coffee & Cuddle in Caledon

Taking the time to explore the town of Caledon and its surrounds, it's always good to know that there is a spot to grab a quick bite and that essential cup of coffee to jumpstart your day of exploring the Overberg.

3,557 people reached

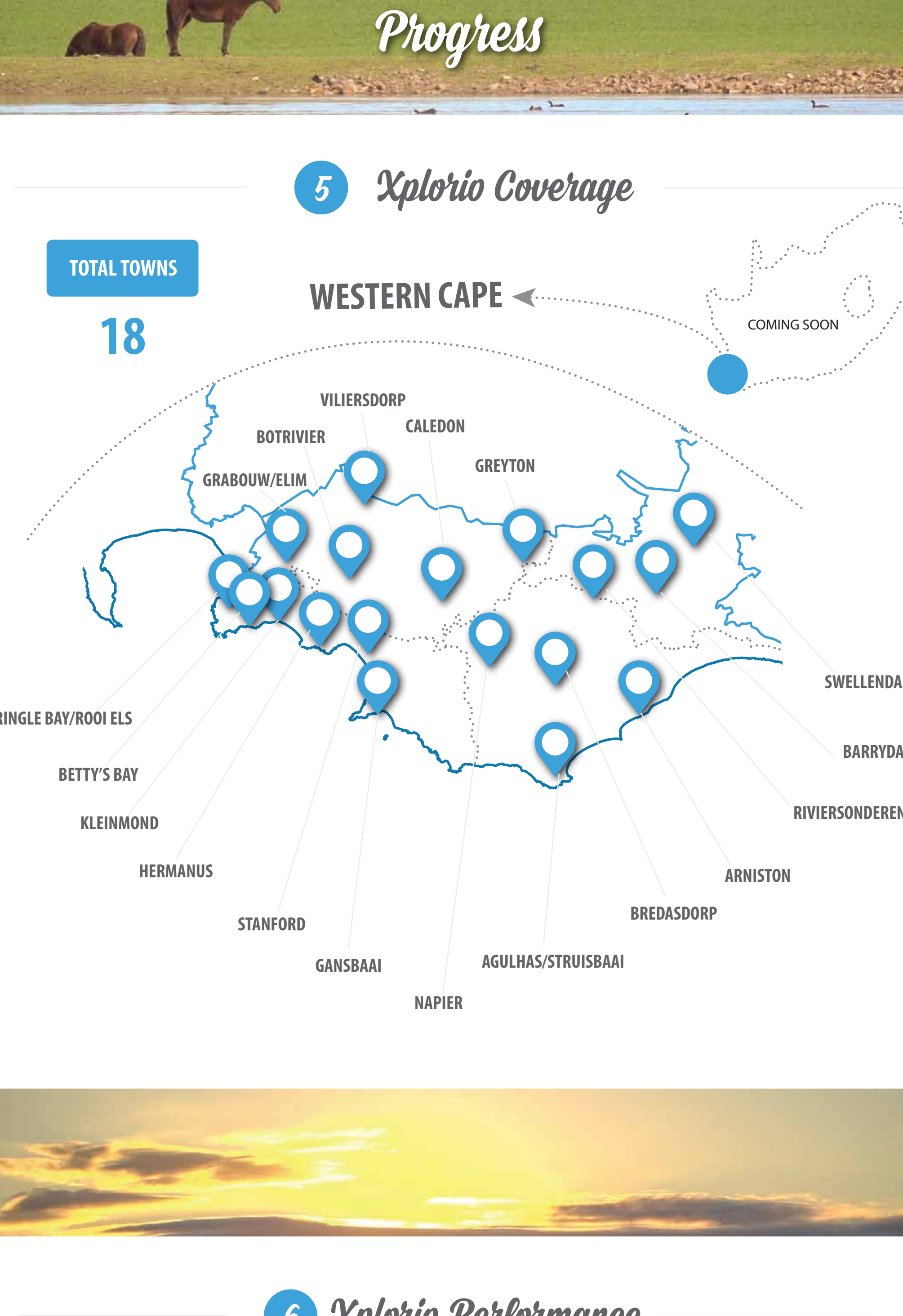
Like Comment Share

Heather Breen Smith, David Rayburn and 110 others

MORE ABOUT XPLORIO

Progress

5 Xplorio Coverage



6 Xplorio Performance

THE NUMBERS

5,000 Businesses

40,000 Monthly Visitors

9,000 Enquiries p/m

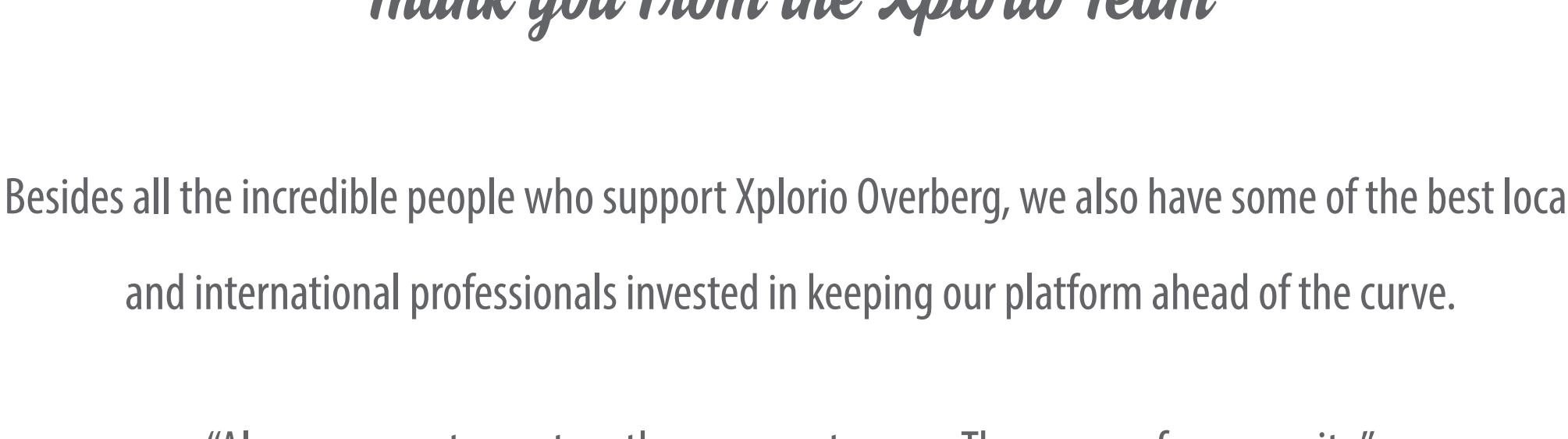
MENTIONED BY



7 Why Support Xplorio?

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

Watch the Xplorio Caledon 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"

