

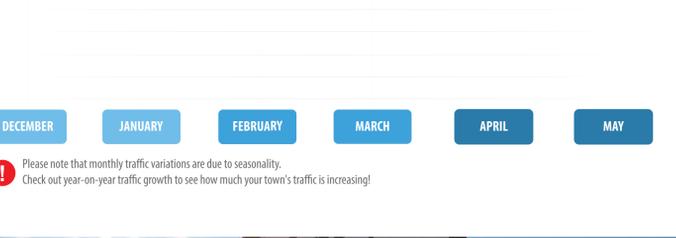
WE BELIEVE IN BARRYDALE

★ 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 Barrydale 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 Barrydale Online Growth

We are currently reaching **1,250** people searching for information about Barrydale on the internet every month. That's over **40** potential customers interested in your town 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 Barrydale's Top Performing Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ SANBONA WILDLIFE RESERVE	★ BARRYDALE KAROO LODGE	★ HOUSE OF BOOKS	★ MEZ KAROO KITCHEN
★ BAND OF HATS	★ TOUWSBERG PRIVATE GAME & NATURE RESERVE	★ MAGPIE	★ COUNTRY PUMPKIN RESTAURANT
★ SOUTH AFRICAN SENIORS FITNESS ASSOCIATION	★ MONIQUE'S GUESTHOUSE	★ THE ROUTE 62 STOP CC	★ THE JAM TARTS BARRYDALE
★ HOLIDAY CLUB	★ RED ROOSTER COTTAGE	★ THE HUB ART SUPPLIES	★ DIESEL & CREME

3 Xplorio Barrydale's Current Growth

ACCOMMODATIONS CUSTOMERS: 51 LEADS: 17	THINGS TO DO CUSTOMERS: 100 LEADS: 33
PLACES TO EAT CUSTOMERS: 31 LEADS: 11	BUSINESSES CUSTOMERS: 151 LEADS: 49

** 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.*

~81% of Barrydale Businesses are already on Xplorio

110136

** Numbers derived from stats.gov.za*

4 How does Xplorio promote Barrydale?

We publish your town's content on our social media platforms, driving more traffic to Xplorio Barrydale 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 Barrydale.

SEO (Google, Bing, Yahoo!)

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

Search Advertising

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

Traditional Marketing (Xplorio logo, XPLORIO.COM/BARRYDALE)

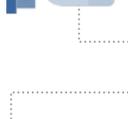
We encourage people who are talking about Barrydale online to visit Xplorio Barrydale pages and profiles by linking them to relevant information.

Online Reputation Management (Facebook post example)



Over 200 -Man Hours Spent

~R18,000.00 -Advertising Spend



Over 80,000 People -Reached via Social

Over 14,000 Users -Total traffic to date



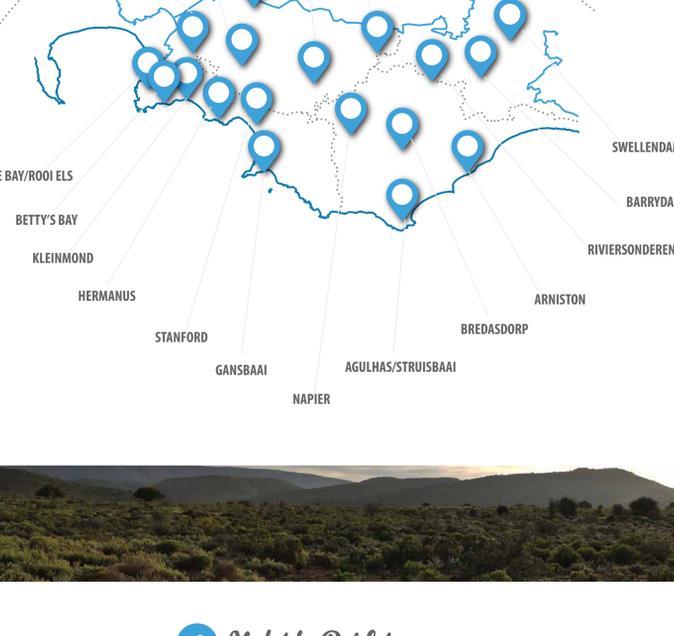
Highlights- Time Period



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 Barrydale 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"

