

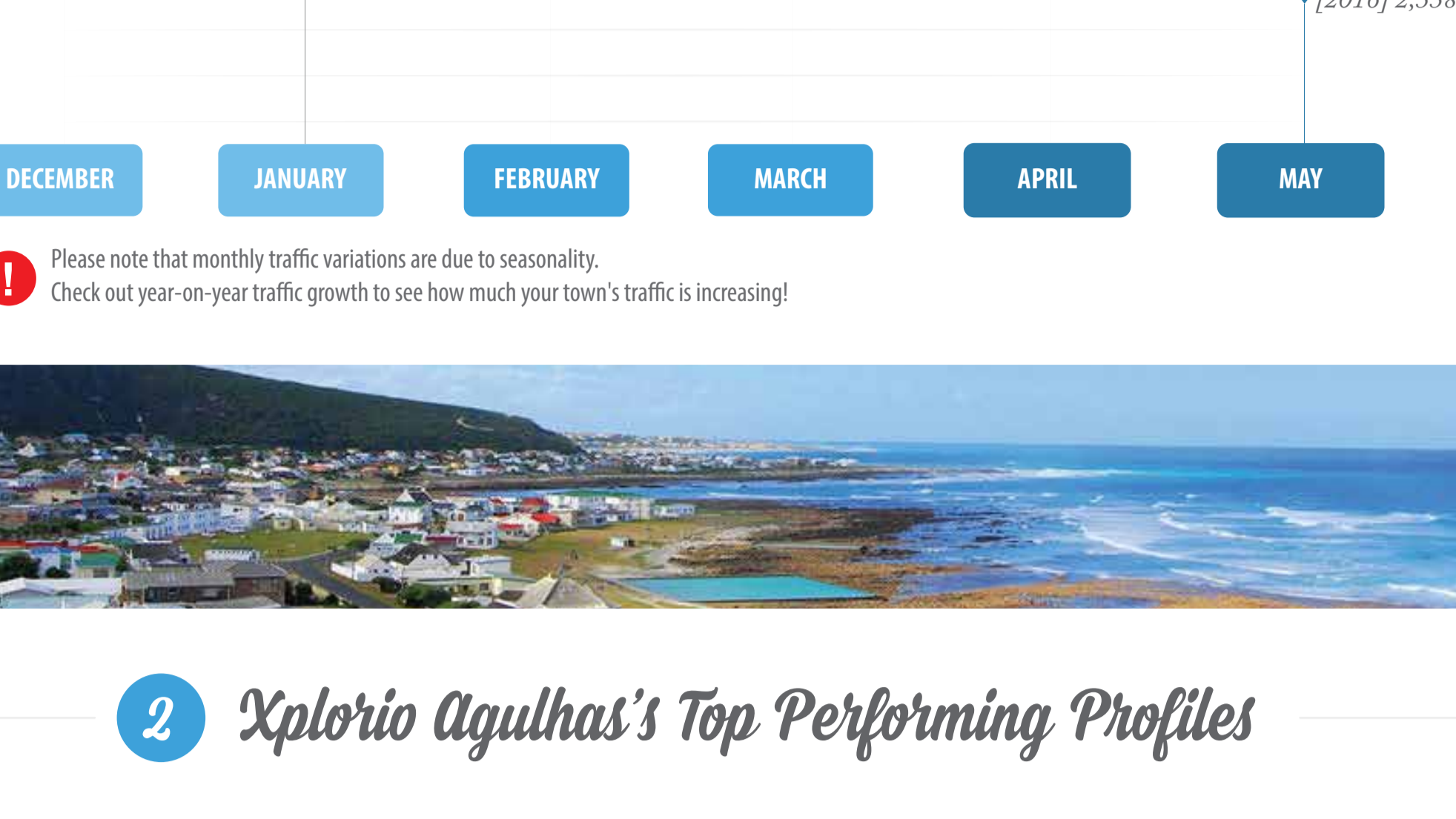
# WE BELIEVE IN AGULHAS & STRUISBAAI

## ★ 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 Agulhas 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 Agulhas Online Growth

We are currently reaching **1,953** people searching for information about Agulhas on the internet every month. That's over **63** potential customers interested in your town per day!



### 2 Xplorio Agulhas's Top Performing Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ STRANDVELD VINEYARDS MICHAELSWANPELOEL.COM	★ THE SUN CATCHER B&B AGULHAS HEIGHTS SELF-CATERING COTTAGES	★ STRUISBAAI SEA SHACK DARME GOLDSMITH	★ ZUIDSTE KAAP RESTAURANT L'AGULHAS SEAFOODS
★ CAPE AGULHAS WHALE WATCHING FRASERS FOLLY CRAFT BEER	★ FOOT OF AFRICA SEAGULLS NEST GROUND FLOOR APARTMENT	★ HOUSE OF CARPETS, FURNITURE AND APPLIANCES FYNBOSDRAAI KAFFEE	★ AVIATORS RESTAURANT PELICANS HARBOUR CAFE

### 3 Xplorio Agulhas's Current Growth

ACCOMMODATIONS	THINGS TO DO
CUSTOMERS: 976 LEADS: 322	CUSTOMERS: 470 LEADS: 155
PLACES TO EAT	BUSINESSES
CUSTOMERS: 119 LEADS: 39	CUSTOMERS: 830 LEADS: 273

\* 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 Agulhas Businesses are already on Xplorio

157 / 172

\* Numbers derived from stats.gov.za

### 4 How does Xplorio promote Agulhas?

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

Social Media

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

SEO

Google, Bing, Yahoo!

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

Search Advertising

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

Traditional Marketing

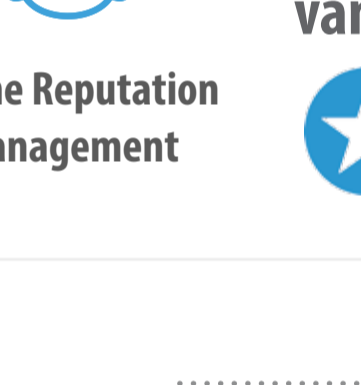
Xplorio Agulhas fliers, advertorials, billboards and more.

XPLORIO.COM/AGULHAS

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

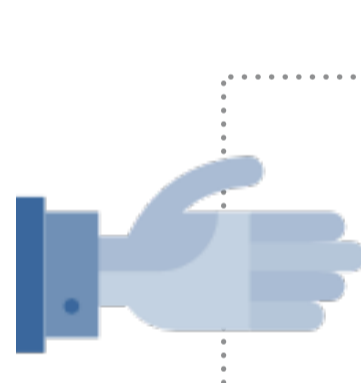
Online Reputation Management

Facebook User: Is there anyone who can fix my car in Agulhas?



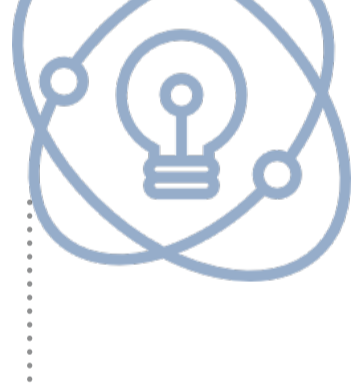
Over 200 -Man Hours Spent

~R25,000.00 -Advertising Spend



Over 150,000 People -Reached via Social

Over 56,000 Users -Total traffic to date



### Highlights- Time Period

Xplorio Community

Published by Candice Lombard 171 / April 7 at 12:02pm - 40

The Cape Agulhas region has become synonymous with adventure. With its artistic heritage, business hub and stunning sea- and landscape views, this region holds something for everyone to experience and enjoy. Click below to find out more about the exciting outdoor adventures in L'Agulhas & Struisbaai.

Exciting Outdoor Adventures in L'Agulhas & Struisbaai

Picture released in advance that will get your heart racing, then the southernmost 'Tip of Africa' has just the thing.

5,507 people reached

Like Comment Share

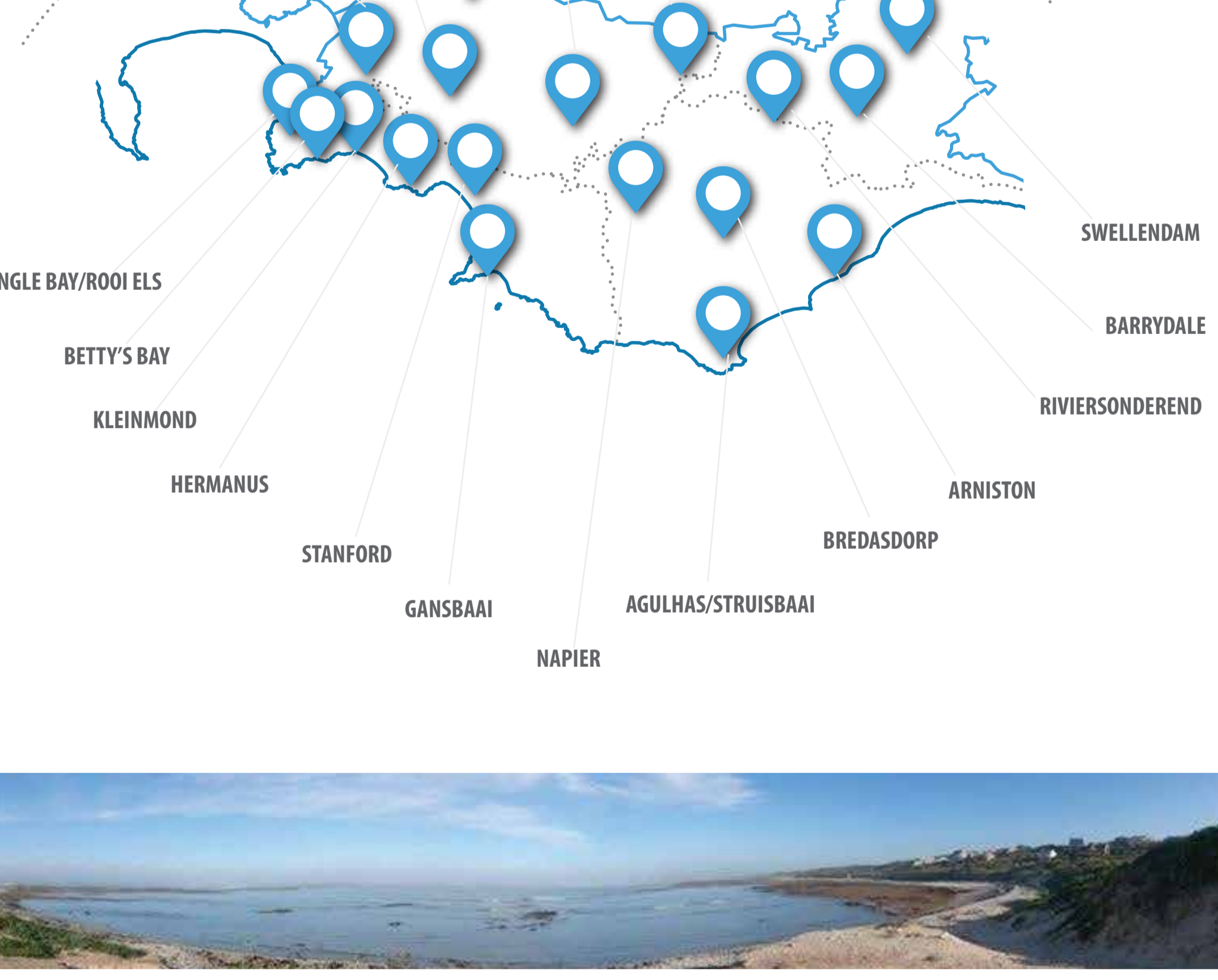
Candice Lombard, Thelma Coetzee and 250 others

Chronological

41 photos

## MORE ABOUT XPLORIO Progress

### 5 Xplorio Coverage



### 6 Xplorio Performance

#### THE NUMBERS



5,000 Businesses



40,000 Monthly Visitors



9,000 Enquiries p/m

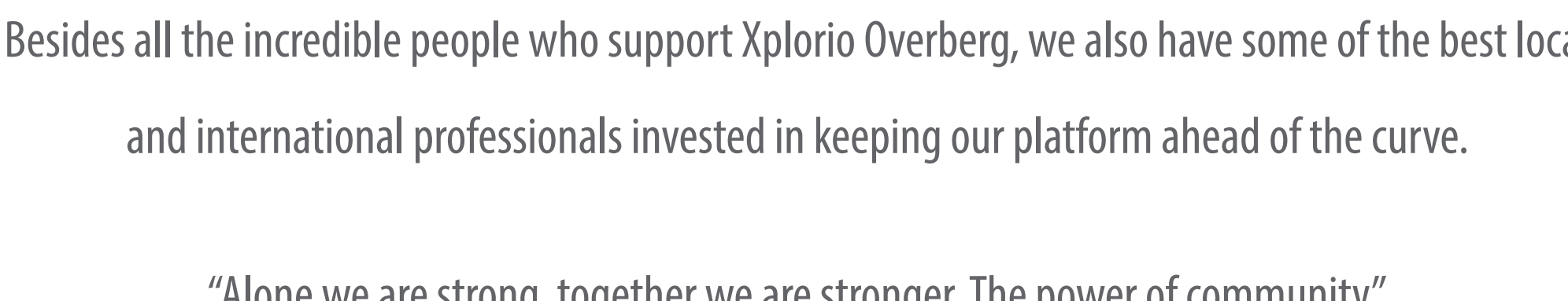
#### MENTIONED BY



### 7 Why Support Xplorio?

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

Watch the Xplorio Agulhas 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"

