

# WE BELIEVE IN BOTRIVIER

## ★ 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 Botrivier 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 Botrivier Online Growth

We reached **1,255** people searching for information about Botrivier online this month. That's roughly **40** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **197%** growth in users.



### 2 Xplorio Botrivier's Top Ranking Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ KLEIN PARADYS EQUESTRIAN CENTRE Klein Paradys Equestrian Centre	★ SWAYNEKLOOF FARM	★ BOTRIVIER SLAGHUIS	★ MANNY'S KITCHEN
★ HONINGKLIP MTB TRAIL	★ UITWAAIEN SELF-CATERING	★ OVERBERG REIKI CENTER	★ ECOLOGY LIFESTYLE FARM GARDEN RESTAURANT
★ GABRIELSKLOOF WINE ESTATE	★ SWAN GABLES	★ HOME WITH A HEART	★ CHILLI LINGO
★ BEAUMONT WINES	★ BOTRIVIER HOTEL	★ KRUMMELS SUGAR ART	★ PRIELLA FARM STALL & COFFEE SHOP

### 3 Xplorio Botrivier's Current Growth

ACCOMMODATIONS	THINGS TO DO
CUSTOMERS: 60 LEADS: 19	CUSTOMERS: 42 LEADS: 13

PLACES TO EAT	BUSINESSES
CUSTOMERS: 12 LEADS: 3	CUSTOMERS: 171 LEADS: 56

\* 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 Botrivier Businesses are already on Xplorio.

83 / 91

\* Numbers derived from stats.gov.za

### 4 How does Xplorio promote Botrivier?

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

SEO: Google, Bing, Yahoo!

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

Search Advertising: Google AdWords, Bing Ads, Yahoo! Search Marketing

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

Traditional Marketing: Xplorio fliers, XPLORIO.COM/BOTRIVIER

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

Online Reputation Management: Facebook User interaction example

Over 19,000 Users -Total traffic to date

**Highlights- Time Period**

Xplorio Community Post Example:

There's nothing quite like a good old burger done right. If that's your thing, you may want to head to the quiet village of Botrivier at the foot of Houtbos Pass and grab a burger at one of these great places to eat.

Where to Grab a Burger in Botrivier

Warning: we are along the R40, stop into the quiet village of Botrivier and grab a burger at one of the great places to eat.

100% rated 5 stars

1078 people reached

Like Comment Share

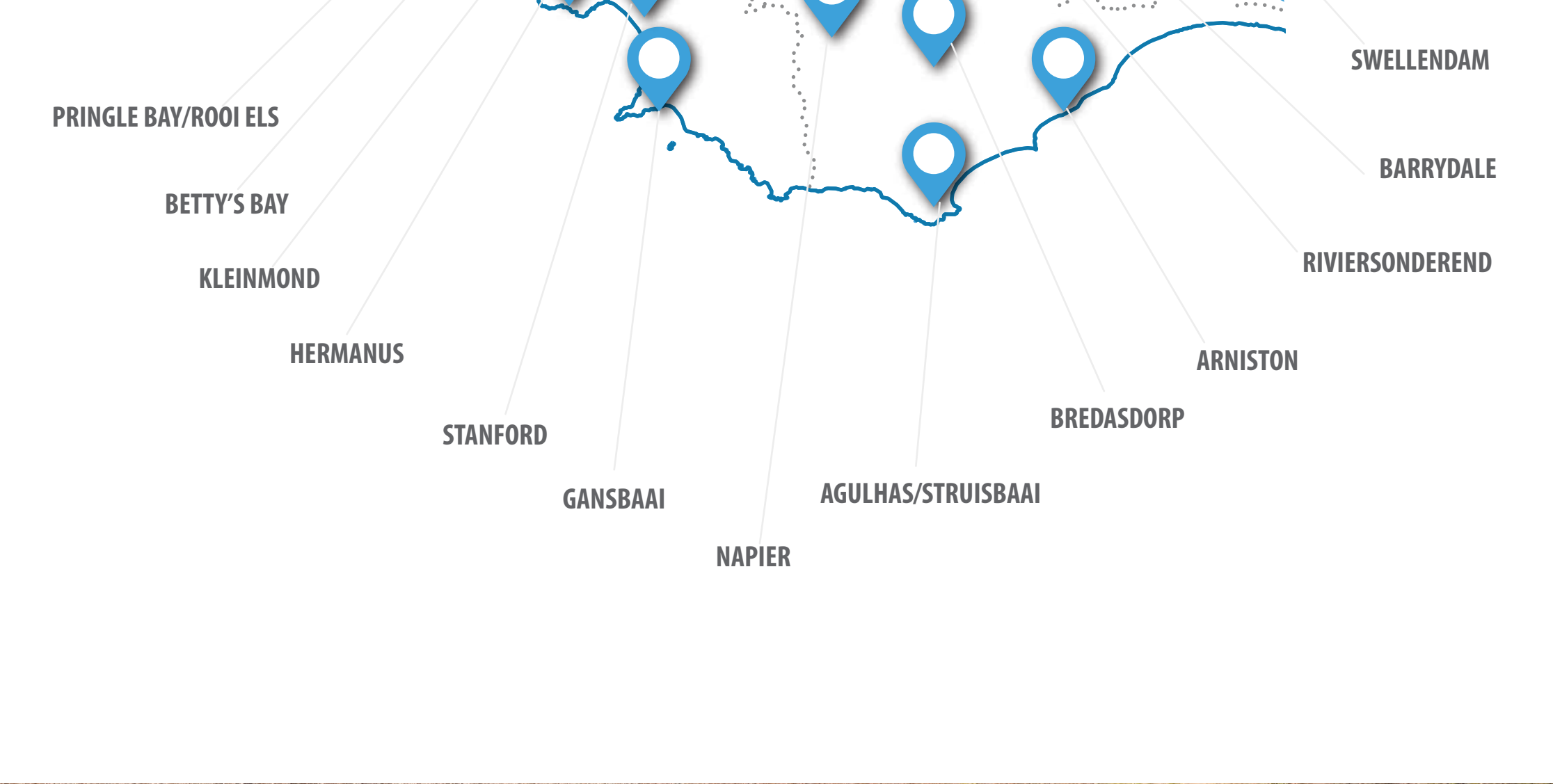
Anna-Marie Steyn, Gini Doodelaar and 24 others

13 shares

## MORE ABOUT XPLORIO

### Progress

### 5 Xplorio Coverage



### 6 Xplorio Performance

**THE NUMBERS**

5,000 Businesses

40,000 Monthly Visitors

9,000 Enquiries p/m

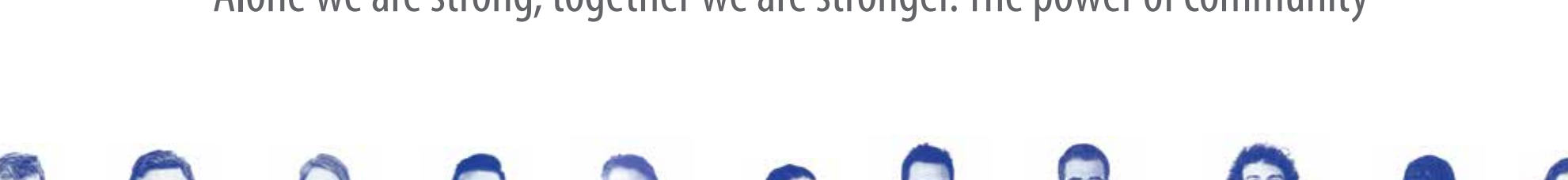
**MENTIONED BY**

traveller 24, Getaway, South Africa, NATIONAL GEOGRAPHIC, CAPE TOWN TOURISM, OCEANS 2016

### 7 Why Support Xplorio?

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

Watch the Xplorio Botrivier 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"