

# WE BELIEVE IN STANFORD

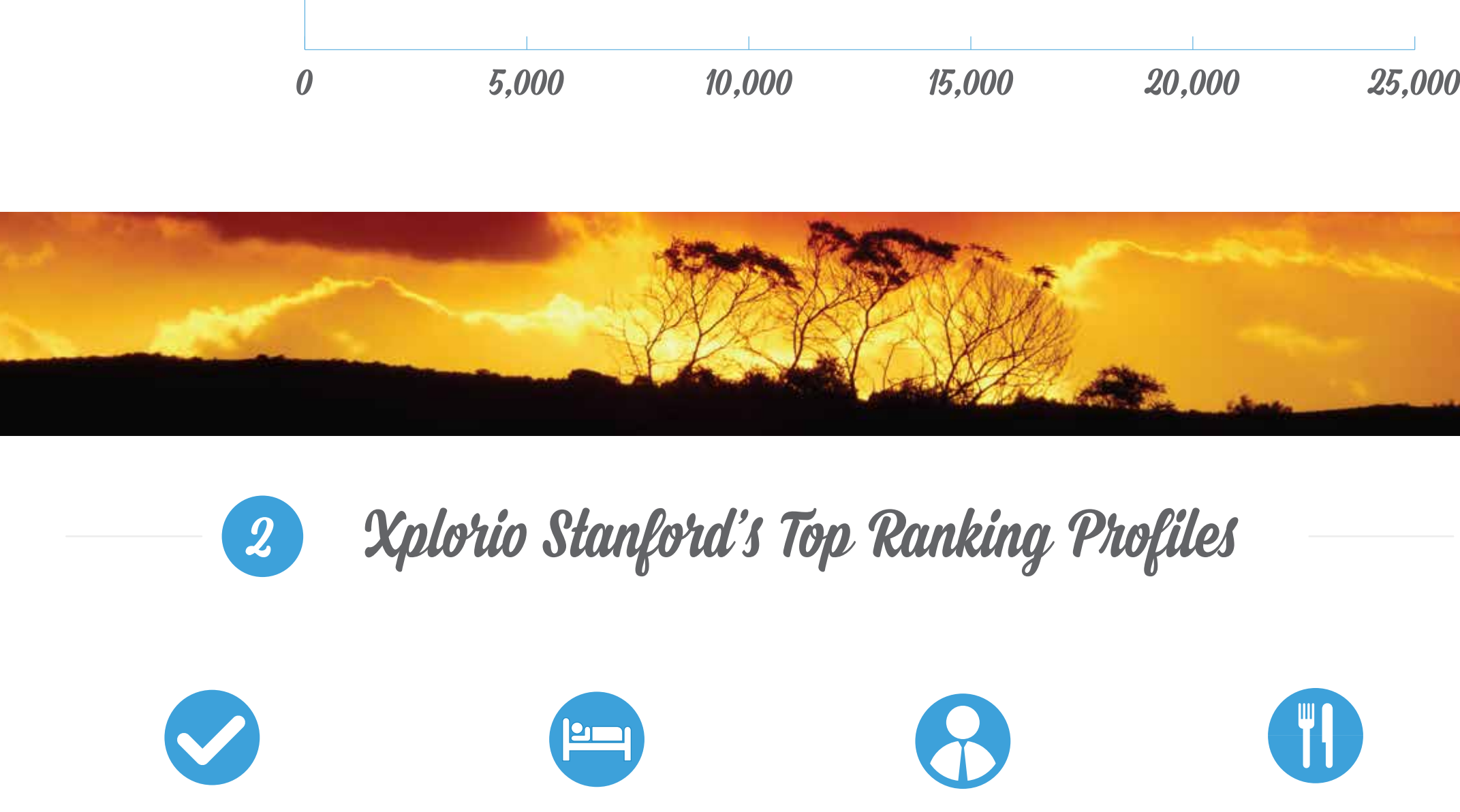
## QUARTERLY REPORT

### ★ 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 Stanford 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 Stanford Online Growth

We reached **9,070** people searching for information about Stanford online in the last three months. That's roughly **98** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **98%** growth in users.



### 2 Xplorio Stanford's Top Ranking Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ FYNBOS DISTILLERY 	★ FARM 215 	★ PANTHERA AFRICA 	★ MANOR HOUSE RESTAURANT 
★ STANFORD HILLS ESTATE 	★ OVERBERG GEMS 	★ SOLARTECH OVERBERG 	★ KLEIN RIVER PICNIC 
★ SHARKLADY ADVENTURES 	★ BODHI KHAYA RETREAT 	★ WILD WANDERER 	★ KLEIN RIVER CHEESE 
★ SUMMERLEY STUDIO 	★ MOSAIC LAGOON LODGE 	★ STANFORD TOURISM BUREAU 	★ THE TASTING ROOM 

### 3 Xplorio Stanford's Current Growth

ACCOMMODATIONS	THINGS TO DO
CUSTOMERS: 100 LEADS: 33	CUSTOMERS: 228 LEADS: 75
PLACES TO EAT	BUSINESSES
CUSTOMERS: 36 LEADS: 11	CUSTOMERS: 112 LEADS: 36

\* 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.

**~94%** of Stanford Businesses are already on Xplorio.

151 / 160

\* Numbers derived from stats.gov.za

### 4 How does Xplorio promote Stanford?

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

SEO: Google, Bing, Yahoo!

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

Search Advertising: AdWords, Display, Video

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

Traditional Marketing: Xplorio Fliers, XPLORIO.COM/STANFORD

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

Online Reputation Management: Facebook User interaction example

Over 153,000 Users - Total traffic to date

**Highlights - Time Period**

Xplorio Community  
Published by Rowena Dorek Childes (11 November 7 - 6)

From leisurely strolls through the town to curious little shops and art galleries, to exciting river cruises, there is a look at the countryside village of Stanford, through the eyes of our listers.

#xploreStanford

Stanford through the eyes of Locals  
Take a look at Stanford Village through the eyes of its locals...

XPLORIO.COM

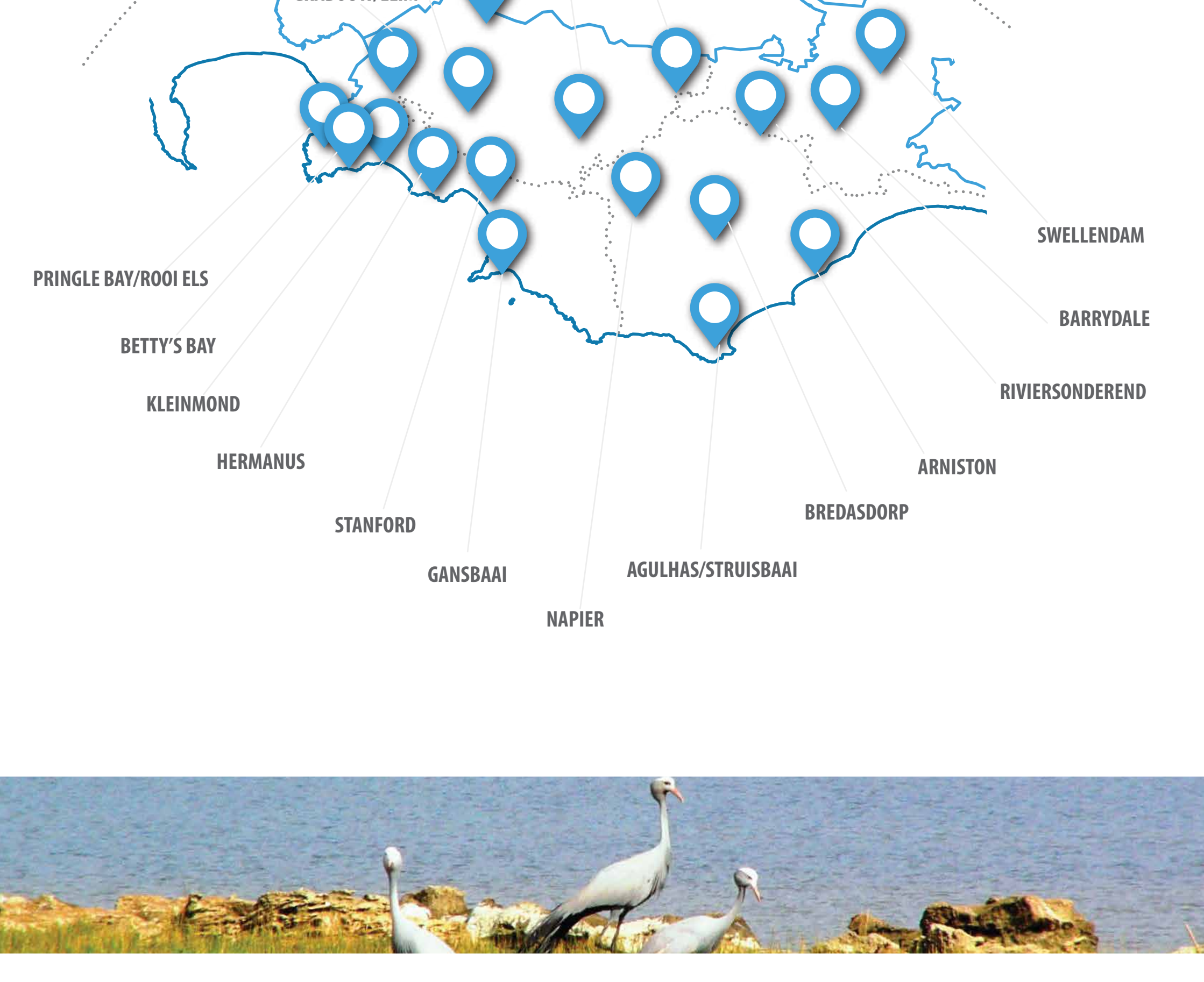
6133 people reached

Boost Post

# MORE ABOUT XPLORIO

## Progress

### 5 Xplorio Coverage



### 6 Xplorio Performance

THE NUMBERS

5,000 Businesses  
40,000 Monthly Visitors  
9,000 Enquiries p/m

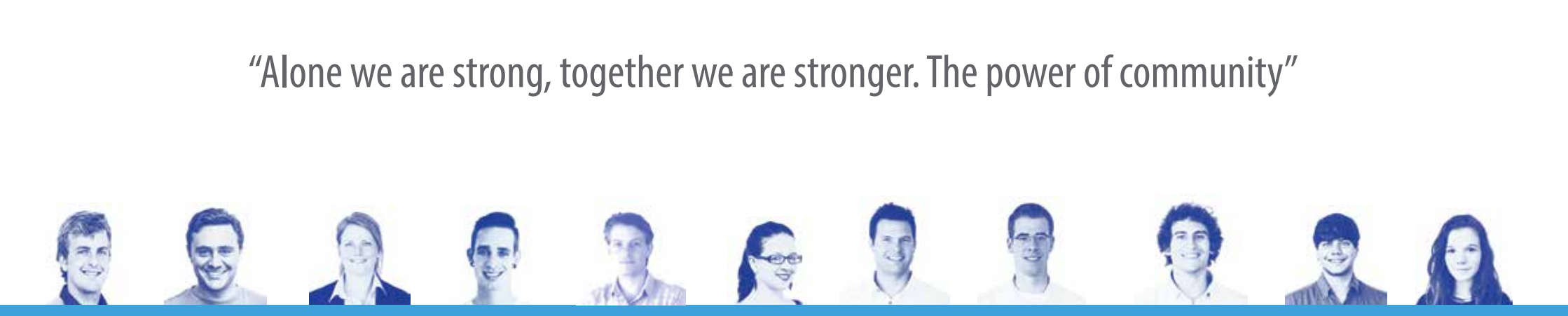
MENTIONED BY

traveller 24, Getaway, South Africa, NATIONAL GEOGRAPHIC, CAPE TOWN TOURISM, 2019

### 7 Why Support Xplorio?

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

Watch the Xplorio Stanford 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"

