

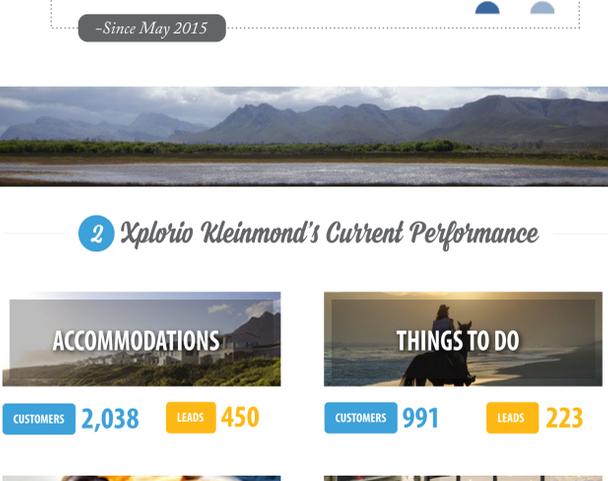
WE BELIEVE IN KLEINMOND

★ Our First bi-annual Town Report

If you're **excited** about growing your town's online presence then this report is going to really make you excited. Xplorio Kleinmond 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 Kleinmond Online Growth

We reached **17,638** people searching for information about Kleinmond over the last 6 months.



Total traffic to date = **92,500 + Users**

- Since May 2015

2 Xplorio Kleinmond's Current Performance

ACCOMMODATIONS CUSTOMERS 2,038 LEADS 450	THINGS TO DO CUSTOMERS 991 LEADS 223
PLACES TO EAT CUSTOMERS 3,253 LEADS 580	BUSINESSES CUSTOMERS 14,677 LEADS 5,270

239 Kleinmond Businesses are on Xplorio!

* Customers are defined as website visitors with the intent of finding a business.
 **Leads are customers who enquire via phone or email for a specific business.
 ***Data provided above is for September 2018 - February 2019

3 How does Xplorio promote Kleinmond?

- TOWN WEBSITE**: Xplorio Kleinmond website interface.
- TOWN RANKINGS**: Google search results for 'Kleinmond' showing Xplorio as a top result.
- TOWN PAID MEDIA**: Xplorio advertisement on a business website.
- TOWN FACEBOOK**: Xplorio Kleinmond Facebook profile page.
- TOWN NEWSLETTER**: Xplorio Kleinmond newsletter content.
- TOWN VIDEOS**: Xplorio Kleinmond video content.
- PROFILE SPONSORSHIP**: Xplorio Kleinmond profile on a local business website.
- SIGNAGE IN TOWN**: 'In Progress!' sign for Xplorio Kleinmond.
- MERCHANDISE**: Xplorio Kleinmond branded merchandise.
- ONLINE ENGAGEMENT**: 'Where can I go eat in Kleinmond?' online engagement graphic.

4 Xplorio Kleinmond's Marketing Stats

Facebook Marketing

XPLORIO KLEINMOND'S TOWN PAGE



FACEBOOK PAGE STATS

TOTAL MEMBER POSTS PUBLISHED	145
TOTAL LIKES ON MEMBER POSTS	13,693
TOTAL USERS ENGAGING ON POSTS	703
TOTAL VIEWS OF MEMBER POSTS	245,014
TOTAL CLICKS TO XPLORIO MEMBERS	2,270

* Please note that the Xplorio Kleinmond Facebook page has been live since the 1st July 2018
 ** The Xplorio Kleinmond Facebook stats is for September 2018 - February 2019

Newsletters

KLEINMOND'S TOWN UPDATE EMAILS

SEPTEMBER NEWSLETTER xplorio KLEINMOND The Power Of Community	OCTOBER NEWSLETTER xplorio KLEINMOND The Power Of Community	NOVEMBER NEWSLETTER xplorio KLEINMOND The Power Of Community
DECEMBER NEWSLETTER xplorio KLEINMOND The Power Of Community	JANUARY NEWSLETTER xplorio KLEINMOND The Power Of Community	FEBRUARY NEWSLETTER xplorio KLEINMOND The Power Of Community

NEWSLETTER STATS

NEWSLETTERS SENT	6
OPENS	1,400
CLICKS TO MEMBERS	218

Local Marketing

KLEINMOND'S PRINTED MARKETING

TOWN POSTERS

TOTAL POSTERS HANGING IN THE COMMUNITY

9

Town Posters are a great way to let people know that they can find everything they're looking for about Kleinmond on Xplorio. If you'd like to help drive more visitors to your online presence by putting one of these posters, please let us know.

A special thanks to the establishments that allowed us to mount these posters and contribute to the collective marketing of Kleinmond.

Bayside Furnishers, Kleinmond Apteek, Kleinmond Public Library, Pudding & Pie, Pup in the Tub Spa, Sasol Kleinmond, The Concept Repeat Boutique, The Concept Repeat Boutique, Village Vibes Surf & Sport Shop

Participation

IN LOCAL COMMUNITY

Xplorio has provided 4 NPO's/NGO's with free memberships within the Kleinmond Community.

MORE ABOUT XPLORIO

The Progress

5 Xplorio Coverage

6 Xplorio Performance

THE NUMBERS

4,380 Businesses	48,400 Monthly Visitors	14,500 Enquiries p/m
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7 Why Support Xplorio?

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

Watch the Xplorio Kleinmond 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"

