

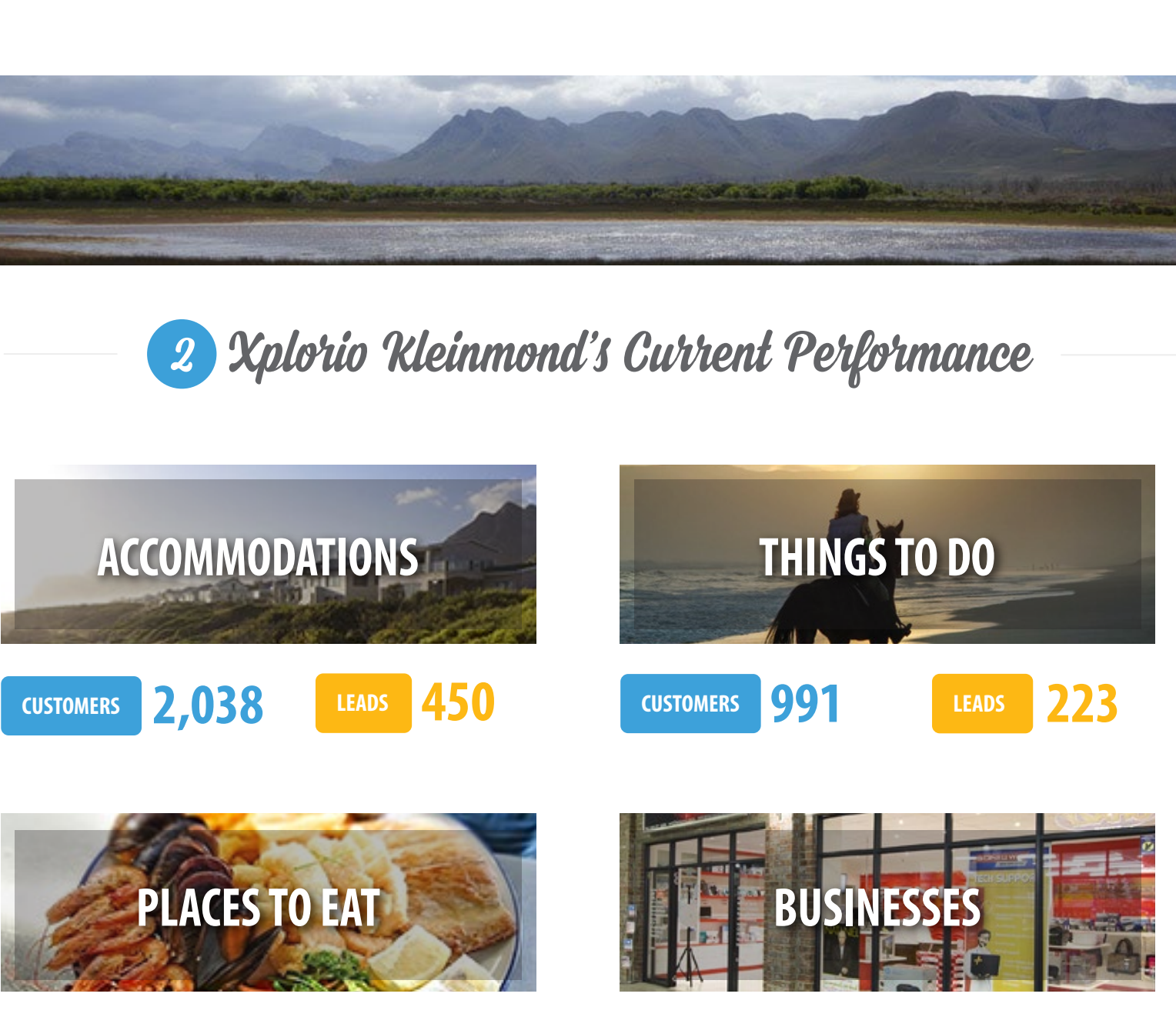
WE BELIEVE IN KLEINMOND

★ 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 your day. 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

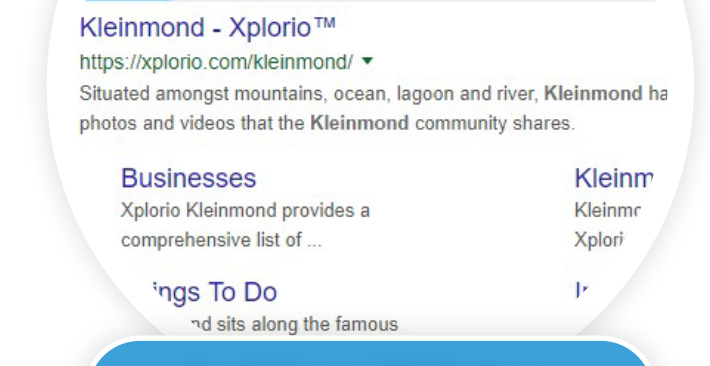
We reached **17,638** people searching for information about Kleinmond over the last 6 months.



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

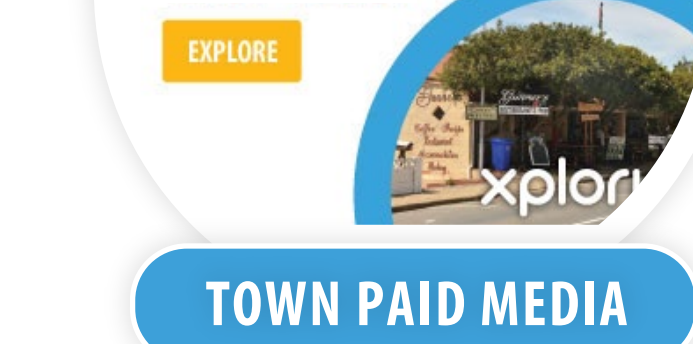
-Since May 2015

2 Xplorio Kleinmond's Current Performance



CUSTOMERS 2,038 **LEADS 450**

CUSTOMERS 991 **LEADS 223**



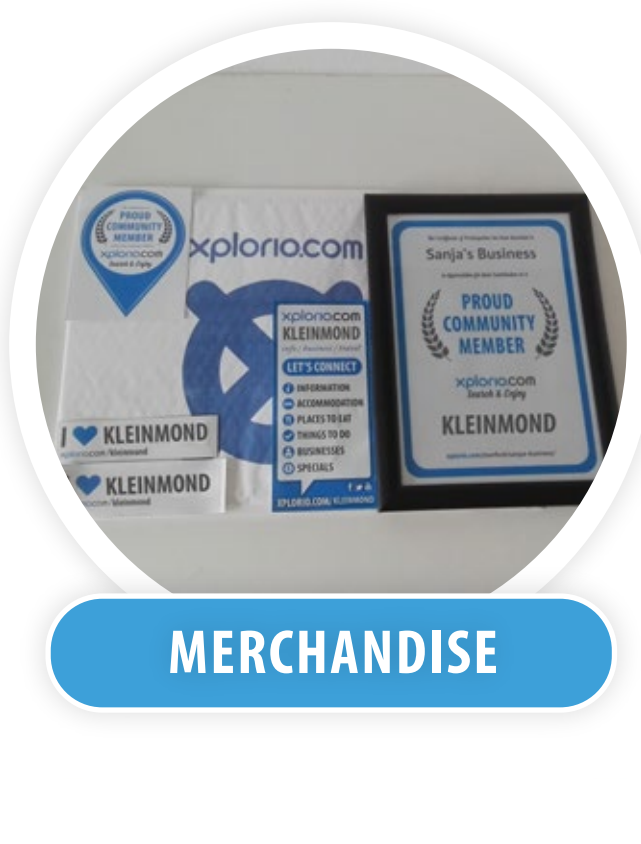
CUSTOMERS 3,253 **LEADS 580**

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 with a specific business.
***Data provided above is for September 2018 - February 2019

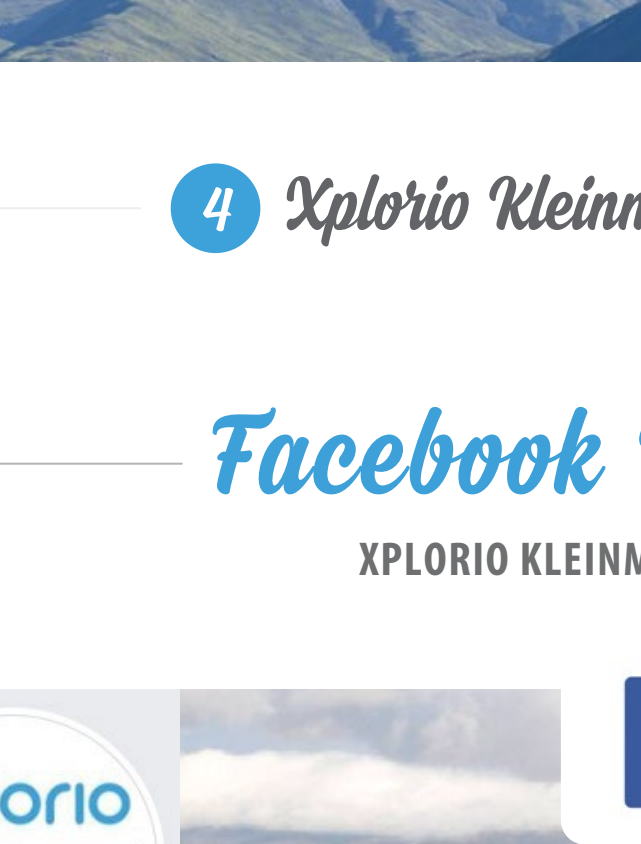
3 How does Xplorio promote Kleinmond?



TOWN WEBSITE



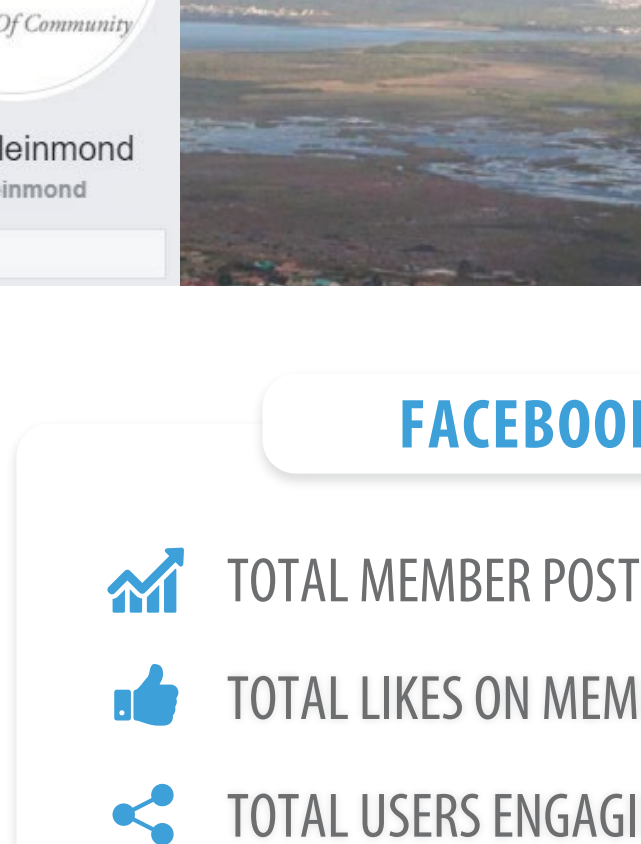
TOWN RANKINGS



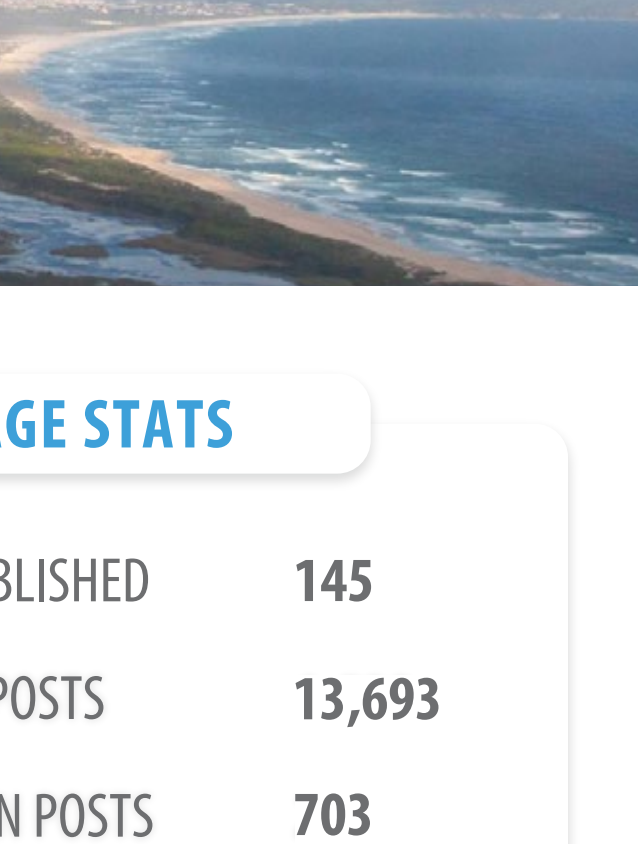
TOWN PAID MEDIA



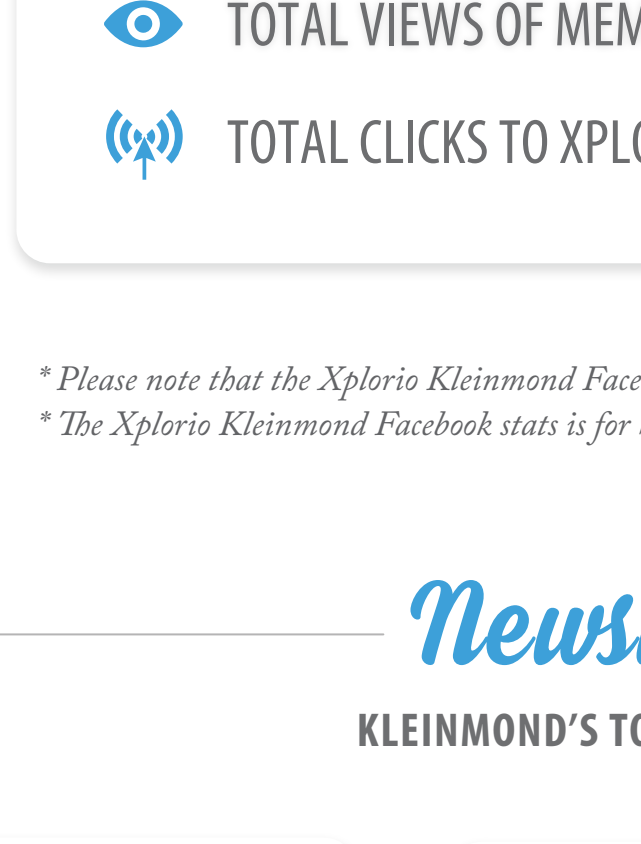
TOWN FACEBOOK



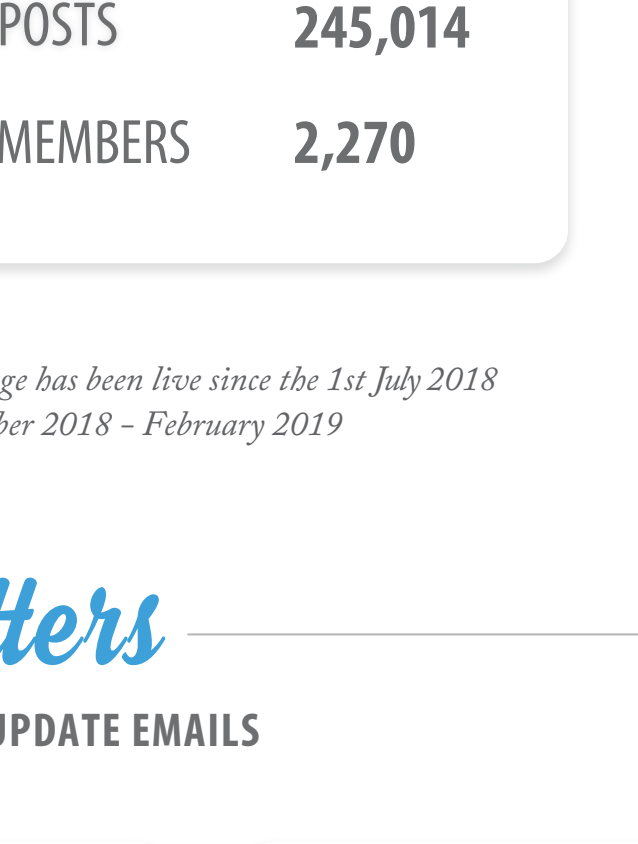
TOWN NEWSLETTER



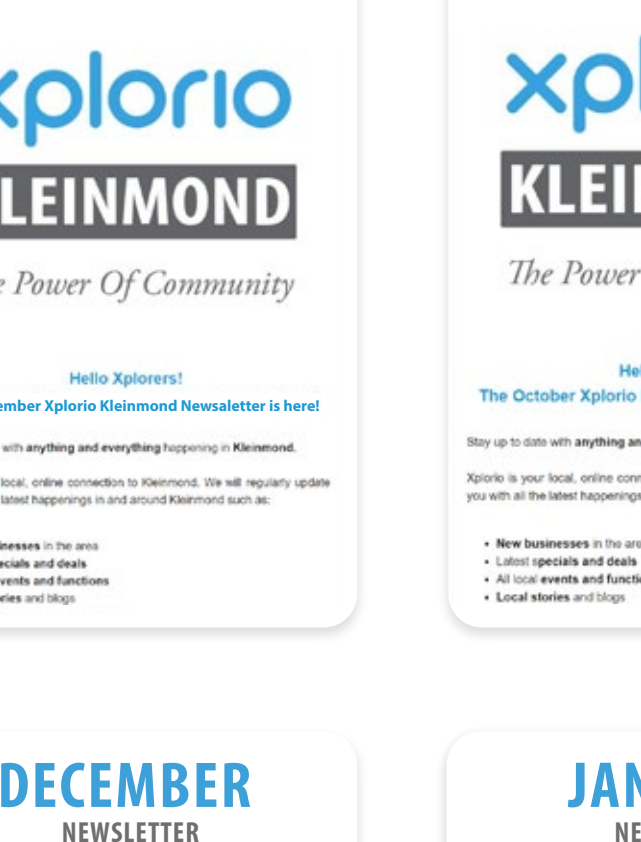
TOWN VIDEOS



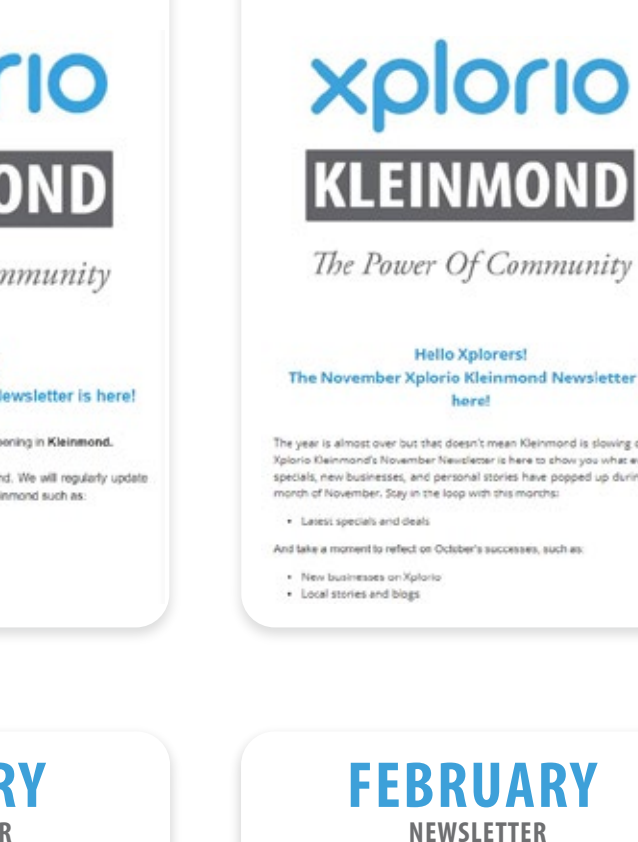
PROFILE SPONSORSHIP



SIGNAGE IN TOWN



MERCHANDISE



ONLINE ENGAGEMENT

4 Xplorio Kleinmond's Marketing Stats

Facebook Marketing

XPLORIO KLEINMOND'S TOWN PAGE



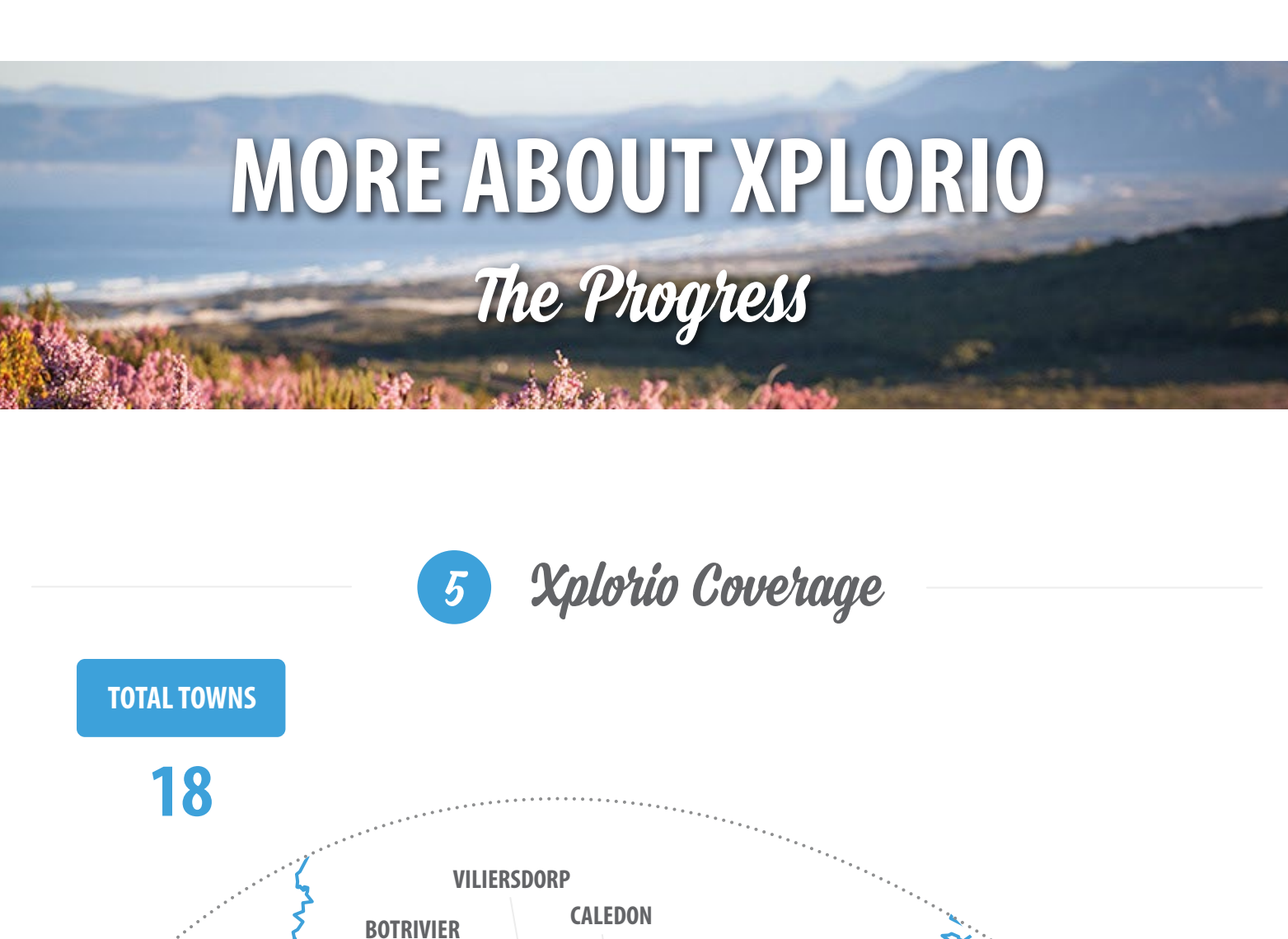
FACEBOOK PAGE STATS

	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

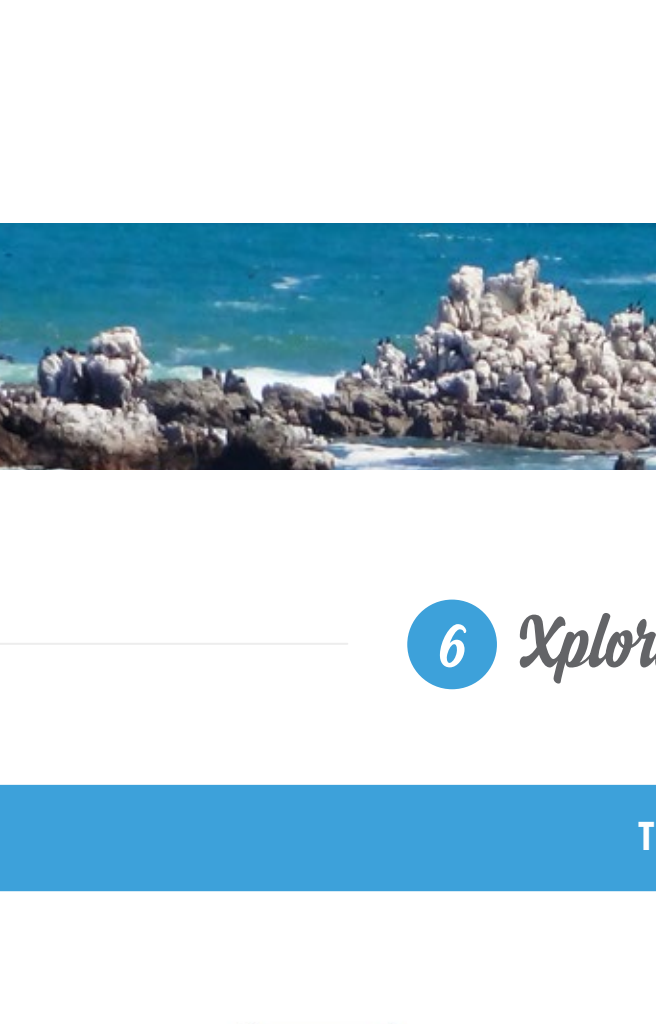


NEWSLETTER STATS

	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 up one of these posters, please let us know.

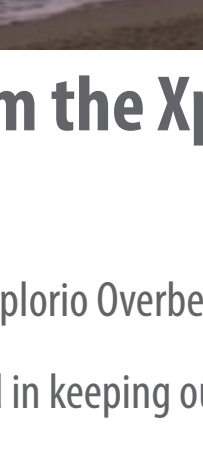
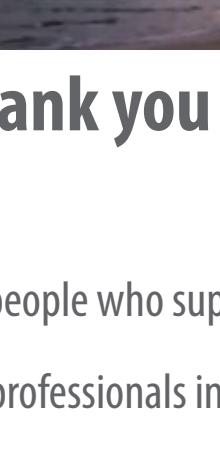
A special thanks to the establishments that allowed us to mount these posters and contribute to the collective marketing of Kleinmond.

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.



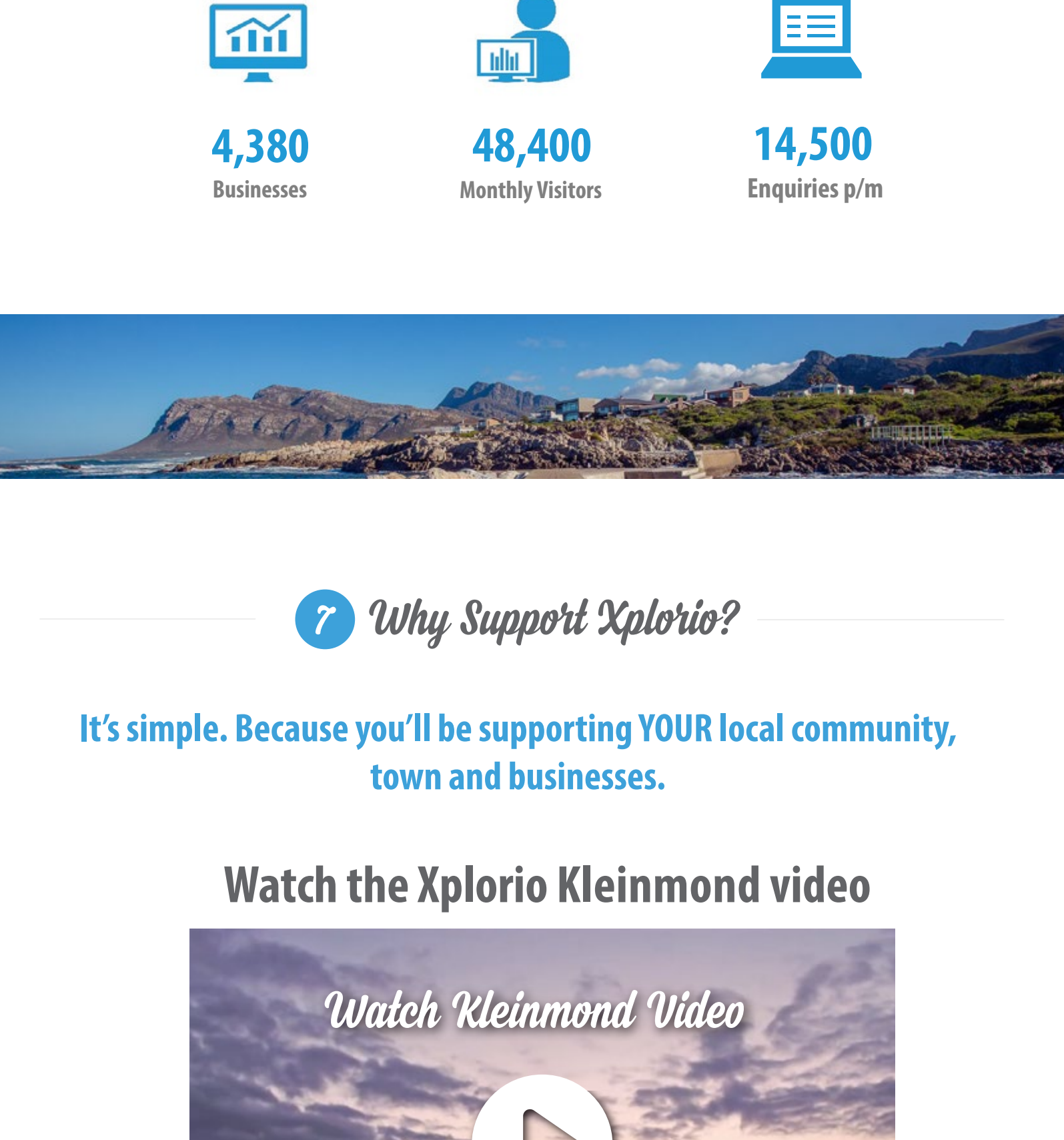
MORE ABOUT XPLORIO

The Progress

5 Xplorio Coverage

TOTAL TOWNS

18



6 Xplorio Performance

THE NUMBERS



4,380
Businesses



48,400
Monthly Visitors



14,500
Enquiries p/m

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"

