

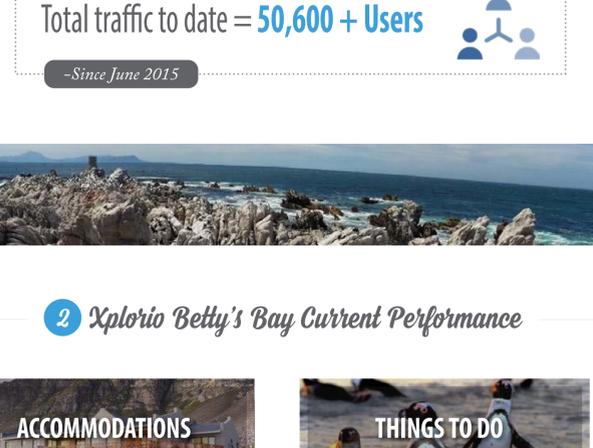
WE BELIEVE IN BETTY'S BAY

★ 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 Betty's Bay 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 Betty's Bay's Online Growth

We reached **7,641** people searching for information about Betty's Bay over the last 6 months.



Total traffic to date = **50,600 + Users**

— Since June 2015

2 Xplorio Betty's Bay Current Performance

ACCOMMODATIONS CUSTOMERS 2,019 LEADS 630	THINGS TO DO CUSTOMERS 558 LEADS 138
PLACES TO EAT CUSTOMERS 556 LEADS 141	BUSINESSES CUSTOMERS 3,952 LEADS 1,461

92 Betty's Bay Businesses are already 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 October 2018 - March 2019.

3 How does Xplorio promote Betty's Bay?

- TOWN WEBSITE** (Screenshot of the Xplorio Betty's Bay website)
- TOWN RANKINGS** (Screenshot of Google search results for Betty's Bay)
- TOWN PAID MEDIA** (Screenshot of a paid advertisement for Betty's Bay)
- TOWN FACEBOOK** (Screenshot of the Xplorio Betty's Bay Facebook page)
- TOWN NEWSLETTER** (Screenshot of a newsletter from Chas Everitt)
- TOWN VIDEOS** (Video player icon)
- PROFILE SPONSORSHIP** (Screenshot of a sponsored profile on Xplorio)
- SIGNAGE IN TOWN** (Signage with 'In Progress!' sticker and 'FIND EVERYTHING BETTY'S BAY' text)
- MERCHANDISE** (Screenshot of Xplorio merchandise like t-shirts and mugs)
- ONLINE ENGAGEMENT** (Screenshot of an online poll: 'WHERE CAN I GO EAT IN BETTY'S BAY?')

4 Xplorio Betty's Bay Marketing Stats

Facebook Marketing

XPLORIO BETTY'S BAY TOWN PAGE



FACEBOOK PAGE STATS

TOTAL MEMBER POSTS PUBLISHED	20
TOTAL LIKES ON MEMBER POSTS	519
TOTAL USERS ENGAGING ON POSTS	345
TOTAL VIEWS OF MEMBER POSTS	3,217
TOTAL CLICKS TO XPLORIO MEMBERS	131

* Please note that the Xplorio Betty's Bay Facebook page has been live since the 25th March 2019.
 ** The Xplorio Betty's Bay Facebook stats are for March 2019.

Newsletters

BETTY'S BAY TOWN UPDATE EMAILS

FEBRUARY NEWSLETTER xplorio BETTY'S BAY The Power Of Community Hello Xplorians! Introducing the very first edition of the Betty's Bay Xplorio Newsletter!	MARCH NEWSLETTER xplorio BETTY'S BAY The Power Of Community Hello Xplorians! The March edition of the Betty's Bay Xplorio Newsletter is here!
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NEWSLETTER STATS

NEWSLETTERS SENT	2
NEWSLETTER RECIPIENTS	1,388

Local Marketing

BETTY'S BAY PRINTED MARKETING

OVER 200 ESTABLISHMENTS xplorio.com/betty-s-bay is Betty's Bay online! How to Find Xplorio Google Xplorio Betty's Bay OR VISIT xplorio.com/betty-s-bay	TOWN POSTERS TOTAL POSTERS HANGING IN THE COMMUNITY 3 Town Posters are a great way to let people know that they can find everything they're looking for about Betty's Bay 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.
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A special thanks to the establishments that allowed us to mount these posters and contribute to the collective marketing of Betty's Bay.

Be In Betty's Bay, On The Edge Restaurant, Smile & Wave Courtyard Cafe

Participation

IN LOCAL COMMUNITY

Xplorio has provided 2 NPO/NGO's with free memberships within the Betty's Bay 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 Betty's Bay 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"

