

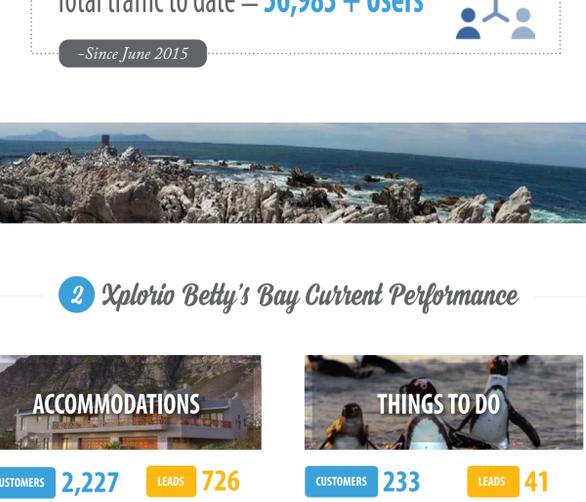
WE BELIEVE IN BETTY'S BAY

★ Our Second 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 **6,302** people searching for information about Betty's Bay over the last 6 months.



Total traffic to date = **56,983 + Users**
 -Since June 2015

2 Xplorio Betty's Bay Current Performance

ACCOMMODATIONS

CUSTOMERS **2,227** LEADS **726**

THINGS TO DO

CUSTOMERS **233** LEADS **41**

PLACES TO EAT

CUSTOMERS **835** LEADS **163**

BUSINESSES

CUSTOMERS **5,712** LEADS **1,898**

95 Betty's Bay Businesses are already on Xplorio!

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

3 How does Xplorio promote Betty's Bay?

TOWN WEBSITE

TOWN RANKINGS

TOWN PAID MEDIA

TOWN FACEBOOK

TOWN NEWSLETTER

TOWN VIDEOS

PROFILE SPONSORSHIP

SIGNAGE IN TOWN

MERCHANDISE

ONLINE ENGAGEMENT

4 Xplorio Betty's Bay Marketing Stats

Facebook Marketing

XPLORIO BETTY'S BAY TOWN PAGE



FACEBOOK PAGE STATS

TOTAL MEMBER POSTS PUBLISHED	102
TOTAL LIKES ON MEMBER POSTS	4,144
TOTAL USERS ENGAGING ON POSTS	4,879
TOTAL VIEWS OF MEMBER POSTS	24,135
TOTAL CLICKS TO XPLORIO MEMBERS	464

*The Xplorio Betty's Bay Facebook stats are for April 2019 - September 2019.

Newsletters

BETTY'S BAY TOWN UPDATE EMAILS

APRIL NEWSLETTER

MAY NEWSLETTER

JUNE NEWSLETTER

JULY NEWSLETTER

AUGUST NEWSLETTER

SEPTEMBER NEWSLETTER

NEWSLETTER STATS

NEWSLETTERS SENT	6	NEWSLETTER RECIPIENTS	3,936
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Local Marketing

BETTY'S BAY PRINTED MARKETING

TOWN POSTERS

TOTAL POSTERS HANGING IN THE COMMUNITY

6

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.

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, Meraki Cottage B&B, Pikkewyntjies, Fijnbos Lodge and Spa.

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

4,500
Businesses

44,830
Monthly Visitors

21,380
Enquiries p/m

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

Watch 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"

