

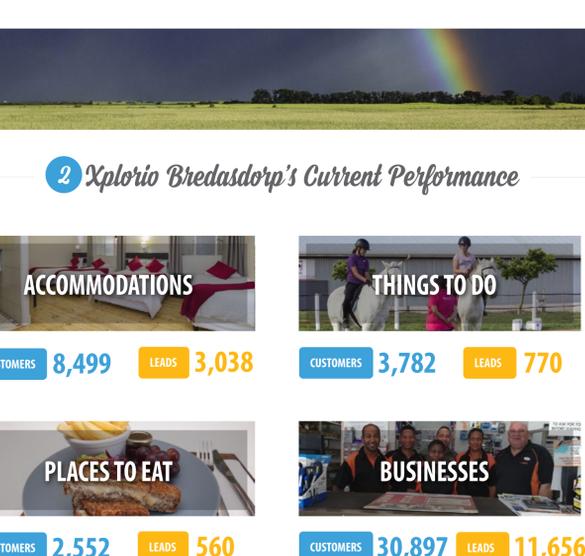
# WE BELIEVE IN BREDASDORP

## ★ 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 Bredasdorp 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 Bredasdorp's Online Growth

We reached **27,496** people searching for information about Bredasdorp over the last 6 months.



Total traffic to date = **220,510 + Users**

- Since January 2015

### 2 Xplorio Bredasdorp's Current Performance

<b>ACCOMMODATIONS</b> CUSTOMERS <b>8,499</b> LEADS <b>3,038</b>	<b>THINGS TO DO</b> CUSTOMERS <b>3,782</b> LEADS <b>770</b>
<b>PLACES TO EAT</b> CUSTOMERS <b>2,552</b> LEADS <b>560</b>	<b>BUSINESSES</b> CUSTOMERS <b>30,897</b> LEADS <b>11,656</b>

**430 Bredasdorp Businesses** are on Xplorio!

\*Customers are defined as website visitors with the intent of finding a business.  
 \*\*Leads are customers who either directly inquire or attempt to obtain contact information.  
 \*\*\*Data provided above is for August 2019 - January 2020.

### 3 How does Xplorio promote Bredasdorp?

- TOWN WEBSITE**
- TOWN RANKINGS**
- TOWN PAID MEDIA**
- TOWN FACEBOOK**
- TOWN NEWSLETTER**
- TOWN VIDEOS**
- PROFILE SPONSORSHIP**
- SIGNAGE IN TOWN**
- MERCHANDISE**
- ONLINE ENGAGEMENT**

### 4 Xplorio Bredasdorp's Marketing Stats

#### Facebook Marketing

XPLORIO BREDASDORP'S TOWN PAGE



#### FACEBOOK PAGE STATS

TOTAL MEMBER POSTS PUBLISHED	117
TOTAL LIKES ON MEMBER POSTS	9,104
TOTAL USERS ENGAGING ON POSTS	13,990
TOTAL VIEWS ON MEMBER POSTS	42,853
TOTAL CLICKS TO XPLORIO MEMBERS	4,476

\*Please note that the Xplorio Bredasdorp Facebook page has been live since the 15th of March 2019.

#### Newsletters

BREDASDORP'S TOWN UPDATE EMAILS



#### NEWSLETTER STATS

NEWSLETTERS SENT	6	OPENS	1,530	CLICKS TO MEMBERS	260
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### Local Marketing

BREDASDORP'S 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 Bredasdorp on Xplorio. If you're looking 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 Bredasdorp.  
 CS Signs & Framing, Kira's Craft Corner, MultiCoat Paint Flooring & Ceilings, Mozarts Restaurant, Midas Bredasdorp, Varsmark

### Participation

IN LOCAL COMMUNITY

Xplorio has provided 5 NPO's/NGO's with a free membership within the Bredasdorp Community.



## MORE ABOUT XPLORIO

### The Progress

### 5 Xplorio Coverage



### 6 Xplorio Performance

THE NUMBERS

<b>4,700</b> Businesses	<b>54,000</b> Monthly Visitors	<b>2,400</b> 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 Bredasdorp 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"

