

Company	Brew Interactive Pte. Ltd.
Digital Solution Name & Version Number¹	DM LiteBrew Digital Marketing Package - Package 3 [SEO + Content Marketing] 4 months
Appointment Period	09 January 2025 to 08 January 2026
Extended Appointment Period²	09 January 2026 to 08 January 2027

Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software N/A		N/A	1.00		
2) Hardware Not Applicable					
3) Professional Services Needs Analysis * Kick-off Call, Business Needs Analysis/Survey, Competitor Analysis, Current and Projected Digital Asset Analysis		per Report	1.00		
Strategy Development * Solution Proposal, Campaign Positioning and KPI Alignment, Keyword and Target Audience Research & Analysis		per Report	1.00		
Campaign 1: SEO - 4 months Link Building for SEO * Keyword and backlink analysis * 18-30 links per month					
Search Engines - Google Singapore - Google Singapore (Mobile) - Yahoo Singapore - Bing Singapore AND		per Month	4.00		
SEO KPIs (to be achieved by the end of the package period) * Core Vitals: Reduce load time and bounce rate * Impressions: +5% * Total Clicks: +10% * Organic Traffic: +5% * Organic Traffic Conversion (Leads): +2% of organic traffic leads					
Review and recommendation * Monthly Performance Report with observation & recommendation * Comprehensive Campaign Review (upon completion)		per Month	4.00		

