

Company	WEBSSENTIALS PTE. LTD.
Digital Solution Name & Version Number¹	DM Websentials Digital Marketing Packages Version 1.0 - SMA + SEM [3 months]
Appointment Period	05 September 2024 to 04 September 2025
Extended Appointment Period²	05 September 2025 to 04 September 2026

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not applicable to Digital Marketing Packages		per setup	0.00		
2) Hardware Not applicable to Digital Marketing Packages		per setup	0.00		
3) Professional Services Digital Marketing Needs Analysis					
- Business Profiling					
- SWOT Analysis					
- Assessment of current Digital Presence & Assets		per setup	1.00		
- Competitor Research & Analysis					
- Keyword Research & Analysis					
Digital Marketing Strategy Development					
- Digital campaign Proposal & Objectives					
- Target Audience profiling					
- Establishment of Brand Identity & Direction		per setup	1.00		
- Proposed Keywords strategy					
- Content Calendar planning					
- Client Engagement Plan					
Digital Marketing Campaigns					
Social Media Advertising Campaign (3 months)					
- Setup of Ad Manager Account					
- Configuration of Ad Objectives & Target Audiences					
- Campaign Budget Allocation					
- Setup of Ad Campaign					
1. 4x Ad Variation over 3 months		per setup	1.00		
- Campaign Management & Ad Monitoring					
- Monthly Reporting & Optimization					
- Review & Recommendations					
KPI/ROAS Target ROAS: 1.5x - 5x					
*KPIs differ based on industry & ad budget					

