

Company	WEBSSENTIALS PTE. LTD.
Digital Solution Name & Version Number¹	DM Websentials Digital Marketing Packages Version 1.0 - SMM + 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 - Competitor Research & Analysis - Keyword Research & Analysis		per setup	1.00		
Digital Marketing Strategy Development					
- Digital campaign Proposal & Objectives - Target Audience profiling - Establishment of Brand Identity & Direction - Proposed Keywords strategy - Content Calendar planning - Client Engagement Plan		per setup	1.00		
Digital Marketing Campaigns					
Social Media Marketing Campaign (3 months)					
- Setup of FB Business Manager & IG Business Page - Business background & Industry Research - Idea generation & Content Calendar planning - Content Creation (Design & Copywriting) 1. 4x Contents & Captions writeup per month 2. 1x Seasonal Banner (As required) - Post Scheduling & Page Management - Monthly Reporting & Optimization - Review & Recommendations		per setup	1.00		
KPI/ROAS Target Increase in Social Media Reach: 30 - 80%					
Search Engine Marketing Campaign (3 months)					
- Setup of Google Ads Account - Setup & Installation of Google Tag Manager - Setup & Installation of Google Analytics - SEM Keywords Research & Analysis - Setup of Ad Campaign, Ad group & Ad Copy from:					
1. Search/Display/Shopping/Video/App/Local Campaign (Select one) 2. 2-4x Ad Campaign over 3 months - Campaign Budget Allocation & Management - Keywords Bid Optimisation - Monthly Reporting & Optimization - Review & Recommendations		per setup	1.00		
KPI/ROAS Target CTR: 2.5 - 5% Target ROAS: 2x - 5x					
*KPIs differ based on industry & ad budget					

Digital Assets Creation					
Social Media Marketing Campaign (3 months)					
1. 12x Content Design over 3 months					
- Mixture of static artwork and animated design/GIF					
- Up to 2 revisions					
2. 12x Captions writeup over 3 months					
- Up to 2 revisions					
Search Engine Marketing Campaign (3 months)		per setup	1.00		
1. Setup of 1x Landing page (If required)					
- Inclusive of Copywriting & Lead Form					
- Inclusive of up to 5 Stock Images					
- Up to 2 revisions					
2. 2-4x Ad Campaign Copies writeup					
- Generation of Headline + Description					
- Generation of 2-4x Creatives for Display Ads					
- Up to 2 revisions					
Review and recommendation					
- Campaign Performance & Recommendations Report		per setup	1.00		
- Final Project Report					
4) Training					
- Digital Assets Handover					
- Project Checklist Handover					
- Training Manual		per setup	1.00		
- Up to 8 hours of offsite support					
5) Others					
Not applicable to Digital Marketing Packages		per setup	0.00		
Total				\$	10,000.00
				\$	10,000.00

¹ A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

² As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period")

* Qualifying cost refers to the supportable cost to be co-funded under the grant