Company	2STALLIONS PTE LTD
Digital Solution Name & Version Number[1]	DM 2Stallions Complete Digital Marketing Packages - Package 2 - SEO + Social Media Marketing + Content Marketing + Photography (B2C/B2B) [3 months]
Appointment Period	10 August 2023 to 09 August 2024
Extended Appointment Period[2]	10 August 2024 to 09 August 2025

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

Cost Item	Unit Cost ($)	Unit	Quantity	Subtotal ($)	Qualifying Cost * ($)
1) Software NA		Per Month	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis Search Engine Optimization - Understand the client's business objectives, industry and target audience - Audit current keywords ranking - Audit website optimization - Research top 3 competitors for gaps & improvements discovery AND Social Media Marketing - Understand the client's business objectives, industry, target audience and marketing budget - Gather client data such as branding guidelines and social media objectives - Analyze clients' social media presence on Facebook(FB)/Instagram(IG) (B2C) or LinkedIn (B2B) - Research top 3 competitors for gaps & improvements discovery AND Content Marketing - Understand the client's business objectives, industry and target audience - Gather client data such as branding guidelines and content objectives - Analyze clients' current content strategy - Research top 3 competitors for gaps &		Per Report	1.00		

Digital Marketing Strategy Development Search Engine Optimization - Objectives - Proposed keywords ranking strategy - Process plan detailing timelines & milestones AND Social Media Marketing - Objectives - Target Audience - Tone of voice determination - Content Plan for Social Media Marketing - Process plan detailing timelines & milestones AND Content Marketing - Objectives - Target Audience - Creative Mood board for inspiration - Tone of voice determination - Process plan detailing timelines & milestones	Per Report	1.00			
Digital Marketing Campaigns Search Engine Optimization - 3 months SEO campaign for 10 focus keywords (Google Singapore) with unlimited long-tail keywords ranking potential: - Initial Setup - Google Analytics setup and installation - Google Search Console setup and installation - Google My Business setup - Monthly - Technical SEO (recommendations only) - Highlight page speed and page status and redirection errors - Recommend improvements " - Implementation not included (we only direct client's IT team to make improvements)" - On-Page SEO (max of 4 pages per month) - Title and Meta description optimization - Header tag optimization - Keyword Density check - Page content edits to optimize for keywords - Image, alt tag and anchor text optimization - Broken link check and fixing - Onsite linking optimization - URL optimization - Off-Page SEO - Quality backlink generation KPI - Keyword Rankings: Minimum 10% keywords on top ten of Google search results in 3 months	Per Month	3.00			
Social Media Marketing - 3 months Social Media Marketing - B2C (FB & IG) - Setup Business Manager to connect to FB & IG Business Pages OR setup Business Pages - 8x organic posts per month (2 per week): - Monthly content calendar with posting schedule - Same post across FB & IG with images optimized for size on each platform - OR B2B (LinkedIn) - Setup Or Optimize LinkedIn Business Page - 8x organic posts per month (2 per week): - Monthly content calendar with posting schedule KPI/ROAS - ROAS 1.2x to 3x (Estimated ROAS calculation to be provided upon Project Onboarding)	Per Month	3.00			

Description	Unit	Qty				
Content Marketing - 1x blogpost per month for 3 months - Blog posts contain between 800-1,000 words - All content to be uploaded to website blog and optimized for SEO based on content calendar - Each piece of content shall have 1-3 quality backlinks generated for it - Only includes content creation – client must have their own existing website KPI - Leads: 20% increase in 3 months compared to the previous period	Per Month	3.00				
Digital Assets Creation Social Media Marketing - Photography & Post Production Editing - Between 60 to 80 Photos (Max 1 day shoot) Content Marketing - 3 x Blogpost creation (1 every month) - Between 800 - 1,000 words per blogpost - 3 x image per blogpost for feature image (1) and within content (2) selected from stock image library - Max of 2 revisions per blog post	Per Digital Asset	1.00				
Review and Recommendations Search Engine Optimization Monthly Report - Keyword rankings growth for 10 keywords - Keyword rankings for long-tail keywords - Website traffic growth report - Recommendations Social Media Marketing Monthly Report Organic posts report with recommendations Content Marketing Monthly Report - Content creation report with backlinks - Website blog Traffic Report - Recommendations Final Project Report	Per Report	3.00				
4) Training Training Handover Checklist Documentation	Per Report	1.00				
5) Others Not Applicable						
		Total	$	9,600.00	$	9,600.00

[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