

Company	2STALLIONS PTE LTD
Digital Solution Name & Version Number¹	DM 2Stallions Complete Digital Marketing Packages - Package 3 - SEO + Content Marketing with Blogpost / Infographics Creation (B2C/B2B) [6 months]
Appointment Period	10 August 2023 to 09 August 2024
Extended Appointment Period²	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		Per Report	1.00		
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 & improvements discovery					
Digital Marketing Strategy Development					
Search Engine Optimization - Objectives - Proposed keywords ranking strategy - Process plan detailing timelines & milestones					
AND					
Content Marketing - Objectives - Target Audience - Creative Mood board for infographic inspiration - Proposed keywords for content optimization - Tone of voice determination - Content plan for website blog - Process plan detailing timelines & milestones		Per Report	1.00		

<p>Digital Marketing Campaigns</p> <p>Search Engine Optimization</p> <ul style="list-style-type: none"> - 6 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 <p>KPI</p> <ul style="list-style-type: none"> - Keyword Rankings: Minimum 10% keywords on top ten of Google search results in 6 months 		Per Month	6.00		
<p>Content Marketing</p> <ul style="list-style-type: none"> - 3 x blogpost generation (between 350-500 words) - 3 x infographic creation (max of 5 sections) - Only 1 content piece (either blog post or infographic) will be created every month - 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 <p>KPI</p> <ul style="list-style-type: none"> - Leads: 20% increase in 6 months compared to the previous period 		Per Month	6.00		
<p>Digital Assets Creation</p> <p>Content Marketing</p> <ul style="list-style-type: none"> - 3 x Infographic Design (1 every 2 months) - At least 3 sections with max of 5 sections - Content to be based on existing blogpost or client-provided whitepapers - Max of 2 rounds of changes <ul style="list-style-type: none"> - 3 x Blogpost creation (1 every 2 months) - Between 350-500 words per blogpost - 1 x image per blogpost for feature image (selected from stock image library) - Max of 2 revisions per blog post 		Per Digital Asset	1.00		
<p>Review and Recommendations</p> <p>Search Engine Optimization Monthly Report</p> <ul style="list-style-type: none"> - Keyword rankings growth for 10 keywords - Keyword rankings for long-tail keywords - Website traffic growth report - Recommendations 		Per Report	6.00		
<p>Content Marketing Monthly Report</p> <ul style="list-style-type: none"> - Content creation report with backlinks - Website blog Traffic Report - Recommendations 					
<p>Final Project Report</p>					
<p>4) Training</p>					

Training Handover Checklist Documentation		Per Report	1.00		
5) Others Not Applicable					
Total				\$ 9,900.00	\$ 9,900.00

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