

<b>Company</b>	2STALLIONS PTE LTD
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM 2Stallions Complete Digital Marketing Packages - Package 4 - Social Media Advertising + SEM with Landing Page Development (B2C/B2B) [6 months]
<b>Appointment Period</b>	10 August 2023 to 09 August 2024
<b>Extended Appointment Period<sup>2</sup></b>	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					
Social Media Advertising - 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		Per Report	1.00		
AND					
Search Engine Marketing - Understand the client's business objectives, industry, target audience and marketing budget - Gather client data such as branding guidelines and advertising objectives - Research keywords for pricing, search volume and competitiveness - Identify potential landing pages for SEM campaign					
Digital Marketing Strategy Development					
Social Media Advertising - Objectives - Target Audience - Creative Mood board for inspiration - Tone of voice determination - Bidding strategy and budget allocation - Process plan detailing timelines & milestones		Per Report	1.00		
AND					
Search Engine Marketing - Objectives - Bidding strategy - Keywords and budget allocation - Process plan detailing timelines & milestones					

<p>Digital Marketing Campaigns</p> <p>Social Media Advertising 3x paid campaigns across 6 months (B2C/B2B) - Create Campaigns (either FB&amp;IG OR LinkedIn) - Set Campaign Objectives - Set up audience and bidding strategy - Draft 2 Ads within each campaign - each Ad includes caption copywriting and Image design</p> <p>KPI - Improve conversion rate by 20% (Estimated conversion rate calculation to be provided upon Project Onboarding)</p> <p>Search Engine Marketing - Account Setup: - Google Ads account - GA4 account with 1 conversion event - Google Tag Manager setup and installation - SEM Campaigns (Singapore only) setup for 6 months: - Creation: - 3 campaigns with 3 Ad groups per campaign - 1 Responsive Search Ad per Ad group with Ad copywriting - 10 keywords per campaign - Optimization: - Regular optimization of campaigns - Keyword performance analysis for all Ad groups - Budget optimization for all campaigns</p> <p>KPI/ROAS - ROAS 1.2x to 3x depending on the advertising spend (Estimated ROAS calculation to be provided upon Project Onboarding)</p>		Per Month	6.00		
<p>Digital Assets Creation</p> <p>Social Media Advertising - 12 x Image Design for Paid campaigns (2 per month) - Can select photos from stock image library - Max of 2 rounds of changes</p>					
<p>AND</p> <p>Search Engine Marketing - Creation of 1 Landing Page - Landing page hosted on Unbounce on a sub-domain for 6 months OR on WordPress with hosting, domain and SSL provided by client - Includes copywriting and design with max of 2 revisions - Includes image selection from stock image library for Landing page images</p> <p>9x Responsive Search Ad copywriting - Max of 2 rounds of revisions to copywriting</p>		Per Digital Asset	1.00		
<p>Review and Recommendations</p> <p>Social Media Advertising Monthly Report - Campaign report with recommendations</p> <p>Search Engine Marketing Monthly Report - Campaign report with recommendations</p>		Per Report	6.00		
<p>Final Project Report</p> <p>4) Training Training Handover Checklist Documentation</p> <p>5) Others Not Applicable</p>		Per Report	1.00		

---

<b>Total</b>	<b>\$</b>	<b>9,900.00</b>	<b>\$</b>	<b>9,900.00</b>
--------------	-----------	-----------------	-----------	-----------------

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

<sup>2</sup> 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