

<b>Company</b>	Digital M Pte. Ltd.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Digital M Digital Marketing Packages Version 0.1 - DM Digital M Digital Marketing Package 2 - SEO + SEM ( 3 months)
<b>Appointment Period</b>	13 April 2023 to 12 April 2024
<b>Extended Appointment Period<sup>2</sup></b>	13 April 2024 to 12 April 2025

**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		0	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis:					
Company Analysis Competitor Analysis Digital Asset Analysis		per setup	1.00		
Digital Marketing Strategy Development					
Digital Market Strategy Report (Proposed Solution, Brand Direction/Positioning & KPI)   Keyword Research & Analysis   Target Audience Selection		per setup	1.00		
Digital Marketing Campaign 1					
SEO Scope Of Work (3 Months)					
- Keywords: 50 keywords					
- Target Pages: 5 - 10 pages					
- Extensive keyword research and analysis					
- Onsite Optimization					
-- Implement Search Console to submit XML sitemap, Robot.txt, Fix broken links.					
-- Implement Google analytics.					
-- Implement Google friendly titles and descriptions.					
-- Create internal links					
-- Update website content if needed					
- Offsite Optimization					
-- Sustained link building activity (inclusive of creation of Backlinks with DA20-30+ metrics & 75+ Referring Domains Power / 301 Redirects / Negative SEO Protection)					
KPI : 10% of the keywords rank to 1st page within 3 months					
Digital Assets Creation					
4 blog articles with stock images per month					
- Minimum of 4 photos, up to 8 photos					
- Blog article: Update to 500 - 1000 words					
Digital Marketing Campaign 2					
Google Ads Set Up					
- Set up comprehensive Google Advertisement					
- Up to 1 - 5 campaigns					
- Create high conversion ads title and description					
- Keyword research					
- Choose 5-10 money keywords					
- Create ads extensions					

Scope Of Work: Google Ads Monthly Management - Review keywords search terms, make sure google display the right keywords - Review Google recommendations and optimize google ads based on the recommendations - Quality Score Optimisation - Location Targeting - Conversion Tracking Target ROAS: 100% - 200%	per month	3.00		
Digital Assets Creation - SEM Ad Copywriting - GDN Ad Creative 1 set of minimum 3 recommended sizes (if applicable)	Per Unit	1.00		
Review and recommendation Review and recommendation: Monthly Performance Report with observation & recommendation	per month	3.00		
Final Report	per setup	1.00		
Development and integration of leads management processes with existing business processes	per setup	1.00		
4) Training Handover Checklist Documentation	per setup	1.00		
5) Others Not Applicable				
<b>Total</b>			<b>\$ 7,400.00</b>	<b>\$ 7,400.00</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