

<b>Company</b>	Fier Capital Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Fier Capital Digital Marketing Packages - Package 1 - SEM & SEO [3 Months]
<b>Appointment Period</b>	29 June 2023 to 28 June 2024
<b>Extended Appointment Period<sup>2</sup></b>	29 June 2024 to 28 June 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Software Not applicable to Digital Marketing Packages	\$ 0.00	per set	1.00	\$ 0.00	\$ 0.00
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis SEM 1. Defining the needs and current problems. 2. Google Assets Assessment 3. Audit the performance 4. Competitor's Research, Analysis & Benchmarking					
5. Keyword Research	\$ 400.00	per report	1.00	\$ 400.00	\$ 400.00
SEO 1. Defining the needs and current problems. 2. Keyword Research & Ranking 3. Website Loading Time Assessment & Advisory 4. Website Content Advisory 5. Mobile Friendliness Check 6. Image Optimisation 7. Competitor's Research, Analysis & Benchmarking					
Digital Marketing Strategy Development Overview with SWOT Defining Objective & focus product/service Defining target audience Propose brand positioning Propose keywords & Ad Text Plan for bidding cost Defining customer journey map KPI setting and budgeting Recommend digital assets and timeline	\$ 400.00	per report	1.00	\$ 400.00	\$ 400.00
Digital Marketing Campaigns Campaign 1 - SEM: 1. Setting up of Google Adwords account 2. Analysing keywords and ad text performance 3. Recommendations to improve campaign 4. Complete Ad Extensions 5. Google Conversion - tracking conversions 6. Google analytics, Google My Business, Google Tag Manager, and Google Search Console creation 7. 3 sets of Ad Group per campaign 8. 3 copywriting Ad Text per ad group	\$ 1,200.00	per month	3.00	\$ 3,600.00	\$ 3,000.00
Target KPI: ROAS calculation to be provided upon Project Onboarding, range of 1.2x to 3x depending on industry, product/service, offer					

Campaign 2 - SEO: 1. Covers 20 keywords 2. Google Ads Manager setup & Configuration 3. Content Optimisation 4. On-page SEO and Off-page SEO (Link Building) 5. Local SEO (Google My Business Optimisation) / Local SEO (Google Map Optimisation) 6. Technical SEO to achieve keyword ranking.	\$ 1,200.00	per month	3.00	\$ 3,600.00	\$ 3,200.00
Target KPI: 20% Keywords to rank on Page 1 of Google within 3 months					
Digital Assets Creation for SEO/SEM Creation of 6 images and 6 ad copies to be used for ad campaigns. *use of stock images with editing (no photography services)	\$ 1,200.00	per set	1.00	\$ 1,200.00	\$ 1,200.00
Review and Recommendation 1. Monthly reporting and review on campaign 2. Recommendations suggestions 3. Final report upon completion of project	\$ 400.00	per report	3.00	\$ 1,200.00	\$ 1,200.00
4) Training Training Handover	\$ 600.00	per set	1.00	\$ 600.00	\$ 600.00
5) Others Not Applicable					
<b>Total</b>				<b>\$ 11,000.00</b>	<b>\$ 10,000.00</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