

Company	GSK Group Pte Ltd
Digital Solution Name & Version Number¹	DM GSK Group Digital Marketing Packages - DM GSK Digital Marketing Package 3 - SEM + SEO - (6 months)
Appointment Period	22 December 2022 to 21 December 2023
Extended Appointment Period²	22 December 2023 to 21 December 2024

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		Per Setup	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis - Company Analysis - Digital Asset Analysis - Keyword Research & Analysis - Competitor Analysis		Per Report	1.00		
Digital Marketing Strategy Development - Digital Market Strategy Report including • Marketing Objective • Target Audience • Proposed Marketing Platform & KPIs • Keywords Bidding Strategy • Budget Proposal • Digital Assets Creation and Campaign Schedule		Per Report	1.00		
Digital Marketing Campaigns Search Engine Marketing (SEM) Campaign -Search Campaign - Google Ads account setup - Google Analytics Integration - Setup of Goals/Conversion and event tracking - Campaign setup (Search or Display/Remarketing Campaign) - Creation of campaign, adgroups and ad copies (No limit) - Keyword research, analysis and curate final list and match type for campaign - Campaign monitoring and optimization over the campaign period, including : - Ads copy optimization - Keyword Bid and bidding strategy optimization - Demographics targeting - Creation of negative keyword list - A/B Ads Testing - Creation of Ads extensions		Per Month	6.00		
KPI/ROAS* SEM - 2-5% CTR for Search Ads & 0.5%-3% CTR for Display Ads. Minimum target ROAS: 200% (Search/Display) (Actual ROAS will be provided during project commencement based on product, pricing and call-to-action)					

Digital Marketing Campaigns					
Search Engine Optimisation (SEO) Campaign					
- KPIs: Target 20% of keywords within Page 1 of Google Singapore in 6 months					
- Optimise up to 20 keywords					
- On-Page SEO Structural Report (with implementation)					
- SEO keyword research and Analysis					
- Meta Title, Description and Keywords Optimization	Per Month	6.00			
- On-page and Content Optimization for SEO					
- Keywords position monitoring					
- Google Analytics setup					
- Setup of Goals/Conversion					
KPI/ROAS*					
SEO - Target 20% of keywords within Page 1 of Google Singapore in 6 months					
Digital Assets Creation					
- Search Campaign- SEM Ad Copywriting (includes generation of responsive ad headlines & Description & GDN Image Ad creatives (If applicable) - Up to 1 set of minimum 3 recommended sizes per quarter	Per Quarter	2.00			
Review and recommendation					
- Monthly Performance Report and Review	Per Report	6.00			
Review and recommendation					
- Final Report	Per Report	1.00			
4) Training					
- Handover Checklist Documentation	Per Report	1.00			
5) Others					
Not Applicable					
	Total		\$	8,880.00	\$ 8,880.00

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