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| <b>Company</b>  | Guidesify Pte. Ltd.  |
| <b>Digital Solution Name &amp; Version Number<sup>1</sup></b> | DM Guidesify Digital Marketing Packages - SEO + Email marketing [3 months] |
| <b>Appointment Period</b>                                     | 26 October 2023 to 25 October 2024   |
| <b>Extended Appointment Period<sup>2</sup></b>                | 26 October 2024 to 25 October 2025   |

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

| Cost Item  | Unit Cost (\$) | Unit        | Quantity | Subtotal (\$)       | Qualifying Cost* (\$) |
|--|----------------|-------------|----------|---------------------|-----------------------|
| 1) Software<br>Not applicable to Digital Marketing Packages  |                | per Report  | 0.00     |                     |                       |
| 2) Hardware<br>Not applicable to Digital Marketing Packages  |                | per Report  | 0.00     |                     |                       |
| 3) Professional Services<br>Digital Marketing Needs Analysis<br>- Assessment of Business Needs<br>- Assessment of Current State of Digital Presence  |                | Per Report  | 1.00     |                     |                       |
| Digital Marketing Strategy Development<br>- SEO and Email Marketing Strategy<br>- Proposed Metrics   |                | Per Report  | 1.00     |                     |                       |
| Digital Marketing Campaigns<br>SEO Marketing Campaign [3 months]<br>- Page and Domain authority scan<br>- Set up/Integration of website to Google Analytics and Google Search Console<br>- Set up of Leads Collection Form<br>- 3 keywords to be created<br>KPI for SEO: 3 keywords to rank on the first 5 pages of Google search engine   |                |             |          |                     |                       |
| Email Marketing Campaign [3 months]<br>- Creation of 1x email marketing content<br>- Verification of leads received<br>- Import of cleaned leads into email marketing platform<br>- Research and Scheduling of email campaign<br>- Review of email campaign and recommendations for A/B testing<br>KPI for Email Marketing:<br><br>- 5% conversion rate from click throughs to online store<br>- 200 leads generated |                | Per Package | 1.00     |                     |                       |
| Digital Assets Creation<br>Digital Assets creation for SEO :<br><br>- Creation of 1 article content pieces<br>- Guest post of 1 article on Guidesify.com<br>- Creation of cover image and in-post image for each content piece.<br>Digital Assets creation for Email Marketing:<br>- Creation of 1 email marketing campaign content (copywriting and 1 image)  |                | Per Package | 1.00     |                     |                       |
| Review and recommendation<br>- Review of 2 digital marketing campaigns w.r.t proposed metrics  |                | Per Report  | 1.00     |                     |                       |
| 4) Training<br>Not applicable to Digital Marketing Packages  |                | Per Report  | 0.00     |                     |                       |
| 5) Others<br>Not applicable to Digital Marketing Packages  |                | Per Report  | 0.00     |                     |                       |
| <b>Total</b>   |                |             |          | <b>\$ 10,000.00</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