

<b>Company</b>	I Concept Innovation Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM I Concept Innovation Digital Marketing Version 1.0 - Package 1 - SM + 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 NA		unit	1.00		
2) Hardware Not Applicable					
3) Professional Services Professional Services A) Digital Marketing Needs Analysis - Brand Analysis Identifying Business Needs & USP  - Company Analysis - Competitor Analysis - Keyword Analysis (where applicable)  B) Digital Presence Analysis - Digital Touchpoints Analysis (social media etc.) - Website Analysis - Digital Assets Analysis  Digital Marketing Strategy Development - Digital Marketing Strategy Report - Proposed Platforms and Creative Direction - Identifying Objectives - Identifying KPIs - Identifying Target Audience - Proposed Budget Allocation - Proposed Brand Angle/Positioning - Creation of Digital Assets - Client Engagement Framework (Project Timeline, Key Milestones, Service Level Agreement)  Digital Marketing Campaigns A) Social Media Marketing Campaign for up to 2 platforms (FB & IG and/or LinkedIn) - Duration - 3 months - Research and Analysis - Strategy Proposal - Content Pillars - Topic Sustenance - Ad Campaign Setup - Ads Optimisation - Ads Management  Performance Objectives KPI/ROAS Target Conversion Rate: 30 to 80% increase in Social Media Reach ROAS: 120% to 180% (Client target ROAS to be calculated upon onboarding, as it varies between industries) - Campaign Analysis and Feedback to align with marketing objectives	report	1.00			
		report	1.00		
		months	3.00		

<p>B) Digital Marketing Campaigns Search Engine Marketing (SEM) Campaign</p> <ul style="list-style-type: none"> <li>- Duration - 3 months</li> <li>- Keyword Research and Analysis</li> <li>- Ad Creatives Creation</li> <li>1) Campaign Setup <ul style="list-style-type: none"> <li>- Google Ads Setup</li> </ul> </li> <li>2) Campaign Optimisation <ul style="list-style-type: none"> <li>- Keywords Performance Review</li> <li>- Negative Keywords Review (Blacklist)</li> <li>- Quality Score Optimisation</li> <li>- Ads Optimisation</li> <li>- Ads Management</li> </ul> </li> <li>3) Performance Objectives <ul style="list-style-type: none"> <li>KPI/ROAS Target Conversion Rate: 2% to 4% CTR for Google SEM Ads</li> <li>ROAS: 120% to 180% (Client target ROAS to be calculated upon onboarding, as it varies between industries)</li> <li>- Campaign Analysis and Feedback to align with marketing objectives</li> </ul> </li> </ul> <p>Digital Assets Creation</p> <p>Social Media</p> <ul style="list-style-type: none"> <li>- 10 x Static Images and Strategic Copywriting for FB &amp; IG and/or LinkedIn for total campaign of 3 months</li> </ul> <p>Google Search Engine Marketing</p> <ul style="list-style-type: none"> <li>- 2 x SEM Ad Sets for total campaign of 3 months</li> </ul> <p>Review and Recommendations</p> <p>A) Monthly Marketing Campaign Report for FB &amp; IG and/or LinkedIn</p> <ul style="list-style-type: none"> <li>- Data Analytics Report</li> <li>- Campaign Metrics Report</li> <li>- Observations and Recommendations</li> </ul> <p>B) Monthly Marketing Campaign Report for SEM</p> <ul style="list-style-type: none"> <li>- Data Analytics Report</li> <li>- Campaign Metrics Report</li> <li>- Observations and Recommendations</li> </ul> <p>Professional Services Final Summary Report</p> <p>4) Training</p> <p>Training</p> <p>Handover of digital creative assets, reports, ad accounts, logins, etc</p> <p>5) Others</p> <p>Not Applicable</p>		<p>months</p> <p>units</p> <p>units</p> <p>units</p> <p>unit</p> <p>unit</p>	<p>3.00</p> <p>10.00</p> <p>2.00</p> <p>2.00</p> <p>1.00</p> <p>1.00</p>	<p><b>Total</b></p>	<p>\$ 9,900.00</p> <p>\$ 9,900.00</p>
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<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