

Company	Impossible Marketing Services Pte Ltd
Digital Solution Name & Version Number¹	DM Digital Marketing - Google SEO SEM PPC SMA SMM Content - Package 1 - SEO & SEM 3 Months Package (60 Keywords)
Appointment Period	11 April 2024 to 10 April 2025
Extended Appointment Period²	11 April 2025 to 10 April 2026

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	0.00		
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 Campaigns (SEO One-Time Setup): SSL Security on Website (HTTPS) Creation/Updating of XML Site Map Creation of User Site Map Submission of Website Indexing		per setup	1.00		
Digital Marketing Campaigns (SEM One-Time Setup): Creation of Multiple Ad Groups Linking to Google Ads Account Linking to Google Analytics Set up Conversion Tracking		per setup	1.00		
Digital Marketing Campaigns (SEO Services Scope of Work): Google Singapore Search Engine Up to 60 Keywords On-page SEO Off-page SEO (Link Building) Content Optimisation Local SEO (Google My Business Optimisation) Local SEO (Google Map Optimisation) Technical SEO Target KPI: Minimum 10% Keywords in Top 10 position (Page 1 of SERP)		per month	3.00		
Digital Marketing Campaigns (SEM Services Scope of Work): Google Singapore Search Engine Select any 1 campaign type - Search / Display (GDN) / Video / Shopping / App / Demand Gen / Smart / Performance Max (PMax) Google Ads Optimisation (if applicable) Ad Copywriting Optimisation Keywords Optimisation Ad Devices and Scheduling Optimisation Demographics Targeting Building of Negative Keywords List A/B Testing Quality Score Optimisation Location Targeting Conversion Tracking Target KPI: 150% to 300% ROAS (depending on industry, price point, ad spend budget and offer)		per month	3.00		
Digital Marketing Campaigns (Additional): Dedicated Account Manager Service Support (Email, Dedicated WhatsApp Number)		per setup	1.00		
Digital Assets Creation (SEO): Blog Articles & Stock Images (4 per month)		per unit	12.00		
Digital Assets Creation (SEM): Ad Copywriting (1 per month) *Includes generation of Responsive Search Ad Headline & Description, if necessary*		per unit	3.00		

Digital Assets Creation (SEM): Ad Creative (Either 1 of the below) - 1 set of 3 recommended sizes monthly (only for GDN, App, Demand Gen or PMax campaign as creative is needed to run the ads) - 1 video asset editing monthly based on best practices and recommended duration (only for Video, Demand Gen or Pmax campaign as creative is needed to run the ads) *Original video asset provided by client*	per unit	3.00		
Review and recommendation: Monthly Performance Report with observation & recommendation	per report	1.00		
Review and recommendation: Final Report	per setup	1.00		
4) Training Handover	per setup	1.00		
5) Others Not Applicable				
	Total		\$ 9,999.99	\$ 9,999.99

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