

Company	MediaPlus Digital Pte. Ltd.
Digital Solution Name & Version Number¹	DM MediaPlus Digital Marketing Package Version v3 - Activate Search DM Package V2 (SEM/SEO) [3 Months]
Appointment Period	15 August 2024 to 14 August 2025
Extended Appointment Period²	15 August 2025 to 14 August 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		NA	0.00		
2) Hardware Not Applicable					
3) Professional Services					
a) Digital Marketing Needs Analysis					
- Company Analysis					
- Competitor Analysis		Per Setup	1.00		
- Needs Analysis					
- Digital Asset Analysis					
b) Digital Marketing Strategy Development					
- Digital marketing strategy report					
- Campaign objectives					
- Target audience		Per Setup	1.00		
- Brand direction /positioning					
- Client engagement					
- KPIs					
Digital Marketing Campaigns					
1) Search Engine Marketing (SEM)					
- Keywords research and analysis					
- Ad creatives creation					
- Duration: 3 months					
a) Campaign setup					
- Google Ads setup					
- Google tag manager setup					
- Google analytics integration					
b) Campaign optimization					
- keywords performance review					
- negative keywords review					
- Quality score optimization					
- Ads optimization		Per Setup	1.00		
- Implement Click Fraud Prevention Tool for the duration of campaign					
c) Performance objectives					
- Target conversion rate: 2% to 5% of total clicks for Google Ads					
- Target conversion rate: 1.5% to 3.5% of total click for GDN					
- ROAS estimated to be 200% (Client target ROAS to be calculated during campaign kickoff)					
- Campaign analysis and provide feedback to align with marketing objectives					

2) Search Engine Optimization (SEO) - 15 Keywords - 20% keywords on Page 1 of Google Singapore - Duration: 3 Months - Keyword research and analysis - Site audit and review a)Onsite SEO -Meta Data Optimisation -Schema markup implementation - Onsite content optimization b)Offsite SEO -Directory submission - Niche link building c)Technical SEO -HTML tag management -Code optimization suggestions (depending on website platform) d) Setup -Google Search Console setup -Google Analytics tracking and conversion setup -Google Business Profile Optimisation and Setup		Per setup	1.00		
Digital Assets Creation		NA	0.00		
a)SEM - 3 to 9 Ad Group Creation - 3 to 27 Ad Text Creation or up to 9 display banners for GDN per setup - 1 x Dedicated landing page development per setup using client's wordpress CMS - 1 x Landing page copywriting (up tp 800 words) per setup		Per Campaign	1.00		
b)SEO - 1 x Google Business Profile per Setup - 1 x Cornerstone article optimization (up to 2000 words) per campaign - 2 x image curation for each article - 10 x Meta Title, Meta Description per setup - 1 x Structured Data per setup - 1 to 6 blog article (up to 800 words)		Per Campaign	1.00		
Review and recommendation					
SEM Monthly Performance report -Website Data Analytics Report -Campaign Metrics & Report - Observations & Recommendations		Per Month	6.00		
SEO Monthly Performance Report -Website Data Analytics Report -Keywords rankings report -Observations & Recommendation					
Final Summary Report		Per Report	1.00		
Development and integration of leads management processes with existing business processes		Per Setup	1.00		
4) Training Training and Handover		Per Setup	1.00		
5) Others Not Applicable					
Total				\$ 9,935.00	\$ 9,935.00

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