

Company	OC Digital Pte Ltd
Digital Solution Name & Version Number¹	DM OC Digital Digital Marketing Packages - Package 1 - SEO + SEM (3 Months)
Appointment Period	01 June 2023 to 31 May 2024
Extended Appointment Period²	01 June 2024 to 31 May 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software NA		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis - Competitor Analysis - Keyword Search Trend - Keyword Volume Analysis		Per Report	1.00		
Digital Marketing Strategy Development - Digital Marketing Strategy Report - Keyword & Campaign Strategies		Per Report	1.00		
Digital Marketing Campaigns Scope of work					
1) Search Engine Optimization (SEO) - On search engine: www.google.com.sg - Optimized: Up to 16- 20 Keywords - Top 10/Page 1 for 30% of keywords after 6 months - Onsite SEO Site optimization - Activities may include but not limited to: - Meta Tag, Header Tag, ALT, Title Tag Optimization, Internal linking - Offsite SEO optimization: - Backlink submission and enhancements into external sites to improve site searchability. - Monthly Performance Reporting showing Current - Ranking Improvement, Site Visitor Traffic via Organic Source, Conversion Tagging implementation		Per Month	3.00		
2) Search Engine Marketing (SEM) Advertising - Google Adwords - Google Analytics Setup - Campaign Optimization - Split A/B Testing of Ad Copy - Keyword Generation, Ad Copywriting & strategy planning for SEM campaign - Campaign Landing Page Creation - Conversion tracking setup					
Ad Account Setup - Setup of ad - Audience targeting - Location targeting - Ad adaptation creation - Google Tag Manager (GTM) tracking tag implementation - Retargeting tag implementation		Per Setup	1.00		
Digital Assets Creation Search Engine Optimization (SEO) - SEO Content writing for website 1 article per month		Per Article	3.00		
Search Engine Marketing (SEM) Advertising - 1 x Campaign Landing Page (CLP) Design & Creation		Per Landing Page	1.00		

<ul style="list-style-type: none"> - Creation of 2 SEM Campaign Ad Campaign (Eg. Generic Campaign, Product Campaign) - Creation of Keyword List & Ad Copy for SEM 	Per Campaign	3.00		
<ul style="list-style-type: none"> Review and recommendation - Monthly Campaign Report (x 3 months) 	Per Report	3.00		
<ul style="list-style-type: none"> - Final Project Report (for Claims Submission) 	Per Report	1.00		
<ul style="list-style-type: none"> SEO Target KPI: - Top 10/Page 1 for 30% of keywords within 3-6 months 				
<ul style="list-style-type: none"> SEM Target KPI: - Target Click-Through-Rate (CTR) : 2% - 5% of total impressions - Target Cost-Per-Lead (CPL): \$40 - \$100 - Target ROAS: 1.5x - 4x 	NA	1.00		
<ul style="list-style-type: none"> 4) Training Training: Half-Day Digital Marketing Training by OC Digital Trainer You Will Learn: - Basics of Google Ads & Social Media Ads - How to make changes to your Ads - Optimization Fundamentals- how to optimize your ads so it can bring you customers - Digital Assets Handover and Training Guide 	Per Session	1.00		
<ul style="list-style-type: none"> 5) Others Not Applicable 				
Total			\$ 9,000.00	\$ 9,000.00

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