

Company	PIXEL MECHANICS PTE LTD
Digital Solution Name & Version Number¹	DM PIXEL MECHANICS Digital Marketing Packages - Package 1 - SEO (3 Months) & SEM (3 Months)
Appointment Period	13 April 2023 to 12 April 2024
Extended Appointment Period²	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 Not applicable to Digital Marketing Packages		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis - Discovery and current digital presence analysis - Keyword Research & Analysis - Digital Asset Analysis - Competitor Analysis		per unit	1.00		
Digital Marketing Strategy Development - Digital Marketing Strategy Report - Proposed Solution - Brand Direction / Positioning - Target Audience Selection		per unit	1.00		
Digital Marketing Campaigns 3 Months Search Engine Optimisation Campaign (SEO)					
KPIs: - Target 10% of Keywords on Page 1 of Google Singapore within 3 months					
- 20 Keywords on Google Singapore - Website Content Enhancement for SEO - SEO Keywords Research and Analysis - Meta Data Onsite Implementation - Quarterly Technical Audit Review - Monthly Link Building Activities - Keywords Positioning Monitoring - Google Algorithms Updates Monitoring - Google Analytics Tracking and Goal Conversion Setup		per unit	1.00		
- Google Search Console (GSC) Setup - Google My Business (GMB) Optimisation and Setup					
3 Months Search Engine Marketing Campaign (SEM)					
KPIs: - Target Conversion rate: 2% - 5% - Target CTR: 1.75% - 5% - Target ROAS: 1.5x - 5x * Conversion actions include: whatsapp enquiries, form enquiries or phone clicks * KPIs differ based on industry		per unit	1.00		
- SEM Keywords Research and Analysis - Ad Copies Creation and Split Testing - Keywords Bid Optimisation and Monitoring - Keywords Match Type Optimisation and Monitoring - Ongoing Campaign Optimisation - Budget Management					

Digital Assets Creation					
SEO					
- 2-5 Targetted Pages Copywriting					
- 3 Blog Article Writing (500-1000 words)					
SEM		per unit	1.00		
- 1 Dedicated Landing Page Setup					
- 1 Landing Page Copywriting					
- 1 Landing Page Lead Capture Form					
- 2-5 Image Banners					
- 1-3 SEM Ad Copywriting					
Review and recommendation					
- Monthly Ranking Reports and Review		per unit	1.00		
- Final Project Report					
4) Training					
- Digital Assets Handover					
- Training Guide		per unit	1.00		
5) Others					
Not Applicable					
Total				\$	10,000.00
				\$	10,000.00

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