

Company	ROGUE DIGITAL PTE. LTD.
Digital Solution Name & Version Number¹	DM Rogue Digital Marketing Packages - Package 2 - SEO + SEM + Content Marketing [6 months]
Appointment Period	05 October 2023 to 04 October 2024
Extended Appointment Period²	05 October 2024 to 04 October 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		per report	0.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis - Keyword Research & Analysis - Competitor Analysis		per report	1.00		
Digital Marketing Strategy Development - Target Audience & Brand Positioning - Analysis & Strategic Planning		per report	1.00		
Digital Marketing Campaigns		NA	1.00		
1. Search Engine Optimisation (SEO) x 6 Months SEO Keywords x 35 (Includes: Search Volume Analysis & Keyword Recommendations) KPI: Minimum 10% of Keywords on Page 1 of Google Singapore after 6 months - Google My Business Optimisation - Search Console Set Up - Google Analytics 4 Set Up On Page SEO - Content & Website URL Analysis - Focus Keyword & Mapping - Image ALT Optimisation - Page Redirect Analysis - Crawl Error Status - Error Pages Analysis - No Index Directives - URL Structure Analysis - Backlink Analysis - Speed Analysis - Meta Data - NAP Data Off Page SEO - High Quality Backlinks - Competitor Analysis - Toxic Link Analysis		per month	6.00		
AND		NA	1.00		
2. Search Engine Marketing (SEM) x 6 Months "KPI: ROAS: 1 to 8 Times Leads: 10% to 50% Increase in 6 months (Where Applicable) *Inquiries include WhatsApp, email and phone calls. KPIs differ for various industries and are also dependent on media spend. Final KPI will be finalised before campaign launch. SEM Account Audit (If Applicable) - SEM Account Audit (If Applicable) - SEM Keyword Research - Campaign Set Up & Tracking (GA4, GTM etc) - Campaign Monitoring & Optimisation		per month	6.00		

AND	NA	1.00		
3. Content Marketing x 6 Months - Content Strategy & Planning - Content Titles & Keyword Research KPI: Website Traffic: 5% to 30% Increase in 6 months Leads: 5% to 30% Increase in 6 months	per month	6.00		
Digital Assets Creation	NA	1.00		
Search Engine Optimisation (SEO)	NA	1.00		
- SEO Optimised Website Meta Tags x 10 Pages (Includes: SEO Focused Keyword, Meta Titles & Descriptions)	per unit	10.00		
Search Engine Marketing (SEM)	NA	1.00		
- Google Search Ad Copies x 12 (Includes: Headlines, Descriptions & Call-to-Action (CTA))	per month	2.00		
- Google Search Ad Extensions x 12 (Includes: Call-Out, Phone, Phone, Structured Snippets, Sitelink Extensions (If Applicable))	per month	2.00		
Content Marketing	NA	1.00		
- SEO Optimised Blog Articles x 6 (Includes: SEO Focused Keyword, Stock Images & Editorial)	per unit	6.00		
Review and recommendation - Monthly Ranking Report & Review	per report	1.00		
Leads Management - Development and integration of leads management processes with existing business processes (If Applicable)	per setup	1.00		
4) Training Training - Handover	per setup	1.00		
5) Others Not Applicable				
	Total		\$ 9,950.00	\$ 9,950.00

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