

Company	iClick Media Pte Ltd
Digital Solution Name & Version Number¹	DM iClick Media Digital Marketing Packages - Package 3 - SEO/CONTENT MARKETING 3 MONTHS [60 Keywords]
Appointment Period	23 May 2024 to 22 May 2025
Extended Appointment Period²	23 May 2025 to 22 May 2026

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable					
2) Hardware Not Applicable					
3) Professional Services					
Digital Marketing Needs Analysis					
- Keyword Research & Analysis		Per Report	0.00		
- Competitor Research & Anlysis					
- Site Audit & Recommendations					
Digital Marketing Strategy Development					
- Digital Market Strategy Report		Per Report	0.00		
Digital Marketing Campaigns					
1. Search Engine Optimisation (SEO)					
- 12 groups of 5 keywords (total 60 Keywords) to be listed on Google Singapore					
- SEO Keywords Research & Analysis					
- Article Writing for link building purposes (FOC)					
- On-page/Technical SEO					
- Off page SEO/Monthly Link Building Activities		Per Month	3.00		
- Google Analytics Tracking & Goal Conversion Setup					
- Google Search Console Setup					
- Google My Business Setup &/or Optimisation					
- KPIs: (* this will varies from industry)					
- 12% of keywords on Page 1 of Google Singapore					
Digital Marketing Campaigns					
2. Content Marketing					
- Data Driven Content Calendar					
- To create 4 to 8 blog articles over the campaign period (each article 600 to1000 words with up to 5 stock images)					
- Content Seeding across Social Media (Facebook, Instagram, Twitter)		Per Month	3.00		
- Distribution of article to up to 40 website with each domain authority score to be at least 20					
KPIs: (* this will varies from industry)					
- 10% increase in Organic Traffic					
- 10% increase in Leads					
Digital Assets Creation - SEO					
- 2 Blog Articles (each article 600 to 1000 words with up to 5 stock images)		Per Setup	0.00		
Digital Assets Creation - Content Marketing					
- 4 to 8 blog articles over the campaign period (each article 600 to 1000 words with up to 5 stock images)		Per Setup	0.00		
Development and integration of leads management processes with existing business processes		Per Setup	0.00		
4) Training					
Training					
- Digital Assets Handover		Per Setup	0.00		
- Training Guide					

5) Others Not Applicable					
Total				\$ 12,000.00	\$ 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