

Company	Creative E-World Pte Ltd
Digital Solution Name & Version Number¹	DM Creative E-World Digital Marketing - Package Basic SEO & SMO 4 months
Appointment Period	07 November 2024 to 06 November 2025
Extended Appointment Period²	07 November 2025 to 06 November 2026

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software NA		NA	0.00		
2) Hardware NA		NA	0.00		
3) Professional Services Digital Marketing Needs Analysis: <ul style="list-style-type: none"> • Keyword Research Analysis : -Search Volume, price range, competitiveness & Competitor Ranking • Perform website health check: - For broken links, indexing, website content, URL directing & website mobile responsive • Understanding Client’s Business Model • Target Audience & Budget • Identifying potential Landing pages for campaign • Analysing Client’s Current Social Media (Facebook &/or Instagram) Presence • Gathering Client’s Social Media Marketing (Facebook &/or IG) objectives Digital Marketing Strategy Development: • Digital Market Strategy & Recommendation with achievable milestone over the next 4 months <ul style="list-style-type: none"> • Creative Inspirations - Tone of Voice for Captions, & Campaign Plan for Social Media • Digital Marketing Objectives • Proposed Keywords • Inclusive of 1 time campaign setup Digital Marketing Campaigns: Search Engine Optimisation -up to 15 keywords (4 months campaign) <ul style="list-style-type: none"> • On Page / Off Page optimisation • General Site Audit Report • H1, H2, H3 Tag for Pages • URL Optimisation • Content Optimisation • Check Broken Links • Meta Title optimisation • Meta description and keywords optimisation • Robots.txt file creation and Sitemap Optimisation • Google Analytic setup Social Media Optimisation: Facebook Leads Generation Campaign (Ads budget not inclusive) <ul style="list-style-type: none"> • Run Ads to maximized Fans interaction & likes - Up to 2 Ads creation (Static image) • A/B Tested Ads • Re-targeting with Mega Pixel • Authentic Fans Optimisation • Page Monitoring and Promoting • Live access statistics and data •Optional: IG <ul style="list-style-type: none"> - Resize Ads to Instagram requirements - Client to provide Business IG account • Live Reporting Dashboard 	Per Bundle	1.00			
		Per Bundle	1.00		
		Per Month	4.00		
		Per Month	4.00		

Digital Assets Creation: 1 page content creation and 1 page Facebook Landing page with 2 Ads creation - up to 2 rounds of changes	Per Bundle	1.00		
Review and Recommendation: • SEO Monthly Ranking Report • Final Project Report with Data Analytic & Recommendations				
KPI: SEO: Guarantee 50% keywords after 4 months to be in top 20 ranking. Estimated 5%-30% traffic increase KPI: SMO : 10% to 80% Increase in Social Media Reach. Page Likes / Followers: 30%-200%	Per Bundle	1.00		
Target KPI: To achieve either ROAS of 0.5- 2x (Actual estimation will be provided during project commencement based on the industry, budget and call to action methods) or By 0.5-2x increase in Leads generated before and after campaign.				
Development and integration of leads management processes with existing business processes	Per Bundle	1.00		
4) Training Handover and briefing on the final report	Per Bundle	1.00		
5) Others Not Applicable				
			Total	
			\$ 7,850.00	\$ 7,850.00

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