

<b>Company</b>	Creative E-World Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Creative E-World Digital Marketing - Package Basic SEO & SMO 6 months
<b>Appointment Period</b>	07 November 2024 to 06 November 2025
<b>Extended Appointment Period<sup>2</sup></b>	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: • 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 6 months • Creative Inspirations - Tone of Voice for Captions, & Campaign Plan for Social Media • Digital Marketing Objectives • Target Audience and Proposed Keywords • Inclusive of 1 time campaign setup  Digital Marketing Campaigns: Search Engine Optimisation -up to 15 keywords ( 6 months campaign) • 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) • Run Ads to maximized Fans interaction & likes - Up to 2 Ads creation ( Static image) • A/B tested Ads • Retargeting with Meta Pixel • Authentic Fans Optimisation • Page Monitoring and Promoting • Live access statistics and data · Optional: IG - Resize Ads to Instagram requirements - Client to provide Business IG account • Live Reporting Dashboard		Per Bundle	1.00		
		Per Bundle	1.00		
		Per Month	6.00		
		Per Month	6.00		

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 60% keywords after 6 months to be in top 20 ranking. Estimated 5%-30% traffic increase KPI: SMO : 30% to 80% Increase in Social Media Reach. Page Likes / Followers: 30%-200%	Per Bundle	1.00		
Target KPI: To achieve either ROAS of 1- 2x (Actual estimation will be provided during project commencement based on the industry, budget and call to action methods) or By 1-2x 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				
			<b>Total</b>	
			\$ 10,000.00	\$ 10,000.00

<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

<sup>2</sup> 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