

Company	APEC SOLUTIONS PTE. LTD.
Digital Solution Name & Version Number¹	DM APEC SOLUTIONS DIGITAL MARKETING PACKAGES - SEO & SMM & SMA (3 Months)
Appointment Period	17 October 2024 to 16 October 2025
Extended Appointment Period²	17 October 2025 to 16 October 2026

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 to Digital Marketing Packages		NA	1.00		
3) Professional Services Digital Marketing Needs Analysis In-depth analysis on Company USP, Brand & Budget - Organic search traffic data & keywords rankings - Backlinks analysis		Per Report	1.00		
Digital Marketing Strategy Development 3 Months Search Engine Optimisation (SEO) - Digital Marketing Campaign & Objective Strategy - Proposed Keywords Strategy - Client Engagement Plan (Development Timeline)					
3 Months Social Media Marketing (SMM) Facebook & Instagram - Digital Marketing Campaign & Objective Strategy - Proposed Creative Assets - Content Plan for Social Media Marketing - Sample Mockups of Organic Social Media Postings - Client Engagement Plan (Development Timeline)		Per Report	1.00		
3 Months Social Media Advertising (SMA) - Digital Marketing Campaign & Objective Strategy - Social Media Target Audience Demographics Strategy - Proposed Creative Asset - Proposed KPI/ ROAS - Client Engagement Plan (Development Timeline)					
Search Engine Optimization (SEO) - SEO Keywords Research - 3 months SEO Campaign for 10 keywords (Google Singapore): - SEO Blog Articles (inclusive of stock images) - On-Page SEO Structural Implementation: - Google Analytics Installation, Google Search Console Installation, XML Sitemap Optimization, HTTPS SSL Certificate Installation (If applicable) - On-Page SEO Content Implementation: - Title Tag Optimization, Meta Description Optimization, Meta Keywords Optimization, URL Optimization, Image Alt Text Optimization, Onsite Linking Optimization (If applicable) - Off-Page SEO Implementation: - Link Building		Per Month	1.00		

<p>Social Media Marketing (SMM)</p> <ul style="list-style-type: none"> - 3 months of organic social media postings (Facebook & Instagram) - Setup/ Optimization of Facebook Business Page & Instagram Business Page - Monthly content calendar for postings schedule - Creation of digital assets (image/ GIF/ video) for organic postings - Copywriting for caption of organic postings - Scheduling and publishing of organic postings 	Per Month	3.00		
<p>Social Media Advertising (SMA)</p> <ul style="list-style-type: none"> - 3 Months Social Media Advertising Campaign (Facebook & Instagram) - Setting up of Facebook Business Manager & Instagram Business Page - Includes Creation of Campaign, Ad Set & Ad Copy - Setup of Target Audience Demographics - Creative Design for Ad Artwork - Campaign Captions Copywriting 	Per Month	3.00		
<p>KPI/ROAS SEO</p> <ul style="list-style-type: none"> - 10% of keywords to rank on Google page 1 to 3, within 6 months of campaign implementation (subject to client industry) 				
<p>SMM</p> <ul style="list-style-type: none"> - 20% to 80% increase in Social Media Reach 	Per Report	1.00		
<p>SMA</p> <ul style="list-style-type: none"> - 40% to 100% increase in Social Media Reach (Estimated ROAS Calculation to be provided during Project Onboarding, range of 1.5x to 3x depending on products/services and industry, actual target will be refined at the needs analysis/strategy stage) 				
<p>Digital Assets Creation Search Engine Optimization (SEO)</p> <ul style="list-style-type: none"> - 12 x SEO Keywords Optimised Blog Articles - 12 x Blog Image - Up to 1000 Words / Article 	Per Unit	12.00		
<p>Creative Design for Campaign (SMM)</p> <ul style="list-style-type: none"> - 24 x Sets of digital assets (image/ GIF/ video) for organic branding postings - Up to 2 Changes / Set 	Per Unit	24.00		
<p>Social Media Advertising (SMA)</p> <ul style="list-style-type: none"> - 3x Sets of Creative Artwork Campaign Design (image / GIF/ video) - Up to 2 Changes / Set 	Per Unit	3.00		
<p>Review & Recommendations</p> <ul style="list-style-type: none"> - Campaign Review & Recommendations Report (SEO Keyword Rankings & Social Media Paid Campaign Performance) 	Per Report	3.00		
<p>Final Report</p>	Per Report	1.00		
<p>Development and integration of leads management processes with existing business processes</p> <ul style="list-style-type: none"> - Compilation of leads management 	Per Setup	1.00		
<p>4) Training</p> <ul style="list-style-type: none"> - Handover Checklist Documentation 	Per Setup	1.00		
<ul style="list-style-type: none"> - Inclusive of Leads Management Training Guide 	Per Setup	1.00		
<p>5) Others</p> <p>Not Applicable</p>				
Total			\$ 9,630.00	\$ 9,630.00

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