

Company	WECOFA PTE. LTD.
Digital Solution Name & Version Number¹	DM WECOFA Digital Marketing Packages - Google SEM Marketing + Landing Page (3 Months)
Appointment Start Date	26 June 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		NA	0.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis - 01 x Session of Business Clarity Growth Audit (02 x hours) - In-depth Understanding of Client's Business Model. - Customers Avatar Knowledge Exercise 'CAKE' (Finding out what are the Demographics & Psychographics of 'Existing Clients' and 'Desired Target Clients'. - Finding out Who are the Existing Competitors - Audit of Client's Existing Social Media Presence		Per Report	1.00		
Competitors Analysis Intelligence Report		Per Report	1.00		
Customers Avatar Knowledge Exercise 'CAKE' Report		Per Report	1.00		
Digital Marketing Strategy Report - Digital Marketing Objective - Brainstorming of Campaign Strategies - Target Audiences - Timeline / Social Media Calendar		Per Report	1.00		
Google Ads Campaign Setup (One-time) - Create Google Ads account - Set up billing information - Set up Google Analytics account - Set up Google Tag Manager account - Set up / diagnose events tracking with Google Tag Manager - Set up / diagnose conversion events in Google Analytics - Link Google Ads account with Google Analytics and Google Tag Manager - Set up / diagnose conversion events and goals for Google Ads account- Set Up of Facebook Business Manager / Ad Account - Set Up of CRM System (If Applicable) - Creation & Installation of Facebook Pixel (If Applicable)		Per Setup	1.00		

<p>Campaign 1: Branding Campaigns</p> <p>1 Campaign: Lead/Sales Conversion</p> <p>- Monthly KPIs: a) Target Leads: **10-40 b) Target ROAS: **1.5X - 5X</p> <p>* Conversion actions include WhatsApp enquiries, form submission or phone clicks. KPI differ based on industry. ** Final KPIs range will be discussed and finalised during project commencement.</p> <p>- SEM Keywords Research and Analysis - Ad Copies Creation and Split Testing - Keywords Bid Optimisation and Monitoring - Keywords Match Tupe Optimisation and Monitoring</p> <p>1 Campaign: Sales Conversion</p> <p>Conversion Campaign - Target ROAS of 150% to 500%</p> <p>- Confirmation of Target Audience & Budget - Execution of 02 x Ad Campaigns</p> <p>Campaign 2: Products Campaigns</p> <p>1 Campaign: Lead/Sales Conversion</p> <p>- Monthly KPIs: a) Target Leads: **10-40 b) Target ROAS: **1.5X - 5X</p> <p>* Conversion actions include WhatsApp enquiries, form submission or phone clicks. KPI differ based on industry. ** Final KPIs range will be discussed and finalised during project commencement.</p> <p>- SEM Keywords Research and Analysis - Ad Copies Creation and Split Testing - Keywords Bid Optimisation and Monitoring - Keywords Match Tupe Optimisation and Monitoring</p> <p>1 Campaign: Sales Conversion</p> <p>Conversion Campaign - Target ROAS of 150% to 500%</p> <p>- Confirmation of Target Audience & Budget - Execution of 02 x Ad Campaigns - A/B Testing of Ad Images, Ad Copywriting and Audience Variations.</p> <p>Campaign Optimisation</p> <p>- Weekly campaign update - Daily Campaign Monitoring and Optimisation in office hours</p> <p>Dedicated Account Manager</p> <p>- Service Support (Email, WhatsApp and Dedicated Phone Number)</p> <p>Digital Assets Creation</p> <p>- Persuasive Ad Copywriting for Google Ad Campaigns (01 x Ads Copywriting per month with each copy less than 120 words)</p> <p>Digital Assets Creation</p> <p>- 01 x Dedicated Landing Page - 300 to 500 words - Include minimum of 06 x images - Professional landing page design</p>	Per Month	3.00		
	Per Month	3.00		
	Per Month	3.00		
	Per Month	3.00		
	Per Package	1.00		

Review and recommendation - Monthly Campaign Performance Report - Monthly Campaign Analysis & Recommendations - Monthly Review		Per Report	3.00		
4) Training Handover Checklist Documentation		Per Report	1.00		
5) Others Not Applicable					
Total				\$ 10,000.00	\$ 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

* Qualifying cost refers to the supportable cost to be co-funded under the grant