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| Company | PIXEL MECHANICS PTE. LTD. |
| Digital Solution Name & Version Number¹ | DM PIXEL MECHANICS Digital Marketing Packages - SEO (3 Months) & SMM (3 Months) |
| Appointment Start Date | 17 July 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 | | 1 | 1.00 | | |
| 2) Hardware Not applicable to Digital Marketing Packages | | 1 | 1.00 | | |
| 3) Professional Services Digital Marketing Needs Analysis - Discovery and Current Digital Presence Analysis - Keyword Research & Analysis - Digital Asset Analysis - Competitor Analysis Digital Marketing Strategy Development - Digital Marketing Strategy Report - Proposed Solution - Brand Direction/Positioning - Target Audience Selection Digital Marketing Campaigns 3 Months Search Engine Optimisation Campaign (SEO) KPIs: - Target 10% of Keywords on Page 1 of Google Singapore - 20 Keywords on Google Singapore - Website Content Enhancement for SEO - SEO Keywords Research and Analysis - Meta Data Onsite Implementation - Quarterly Technical Audit Review - Monthly Link Building Activities - Keywords Positioning Monitoring - Google Algorithms Updates Monitoring - Google Analytics Tracking and Goal Conversion Setup - Google Search Console (GSC) Setup - Google My Business (GMB) Optimisation and Setup Digital Marketing Campaigns 3 Months Social Media Marketing Campaign (SMM) KPIs: - Target Conversion Rate: 2%-5% - Target CTR: 1.75%-5% - Target ROAS: 1.5x-5x *Conversion actions include: Whatsapp enquiries, Form enquiries or Phone clicks *KPIs differ based on industry - Ad Copies Creation, Design and Copywriting - Ad Copies Split-testing - Audience List Optimisation and Monitoring - Bid Optimisation and Monitoring - FB/IG Pixel Conversion Tracking Setup - FB/IG Page Editorial Post Calendar Planning - FB/IG Post Scheduling - Budget Management | | 1 | 1.00 | | |

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|--|--|---|------|---------------------|---------------------|
| Digital Assets Creation | | | | | |
| SEO | | | | | |
| - 2-5 Targeted Pages Copywriting | | | | | |
| - 3 Blog Articles Writing (500-1,000 words) | | 1 | 1.00 | | |
| SMM | | | | | |
| - 1 Set of Post Visual System + Creative | | | | | |
| - 6-9 FB/IG Content Posts & Design | | | | | |
| - 1 Set of FB/IG Ad Writeup + Creative | | | | | |
| Review and Recommendation | | | | | |
| - Monthly Ranking Reports and Review | | 1 | 1.00 | | |
| - Final Project Report | | | | | |
| 4) Training | | | | | |
| Handover | | 1 | 1.00 | | |
| 5) Others | | | | | |
| Not applicable to Digital Marketing Packages | | 1 | 1.00 | | |
| 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