

Company	W360 Group Pte. Ltd.
Digital Solution Name & Version Number¹	DM W360 DIGITAL POWER PACK Version 1.0 - SEARCH MARKETING - SEO & SEM (3 MONTHS)
Appointment Period	05 September 2024 to 04 September 2025
Extended Appointment Period²	05 September 2025 to 04 September 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: - Market Trends - Company Analysis - Current Marketing Analysis - Digital & Offline Marketing Assets Audit - Digital Presence - Digital Marketing Capabilities Audit - Website Audit - SEO Audit - Competitive Digital Presence Analysis - Digital/ Online Reach Research Digital Marketing Strategy Development: Digital Marketing Strategy Report - Marketing Objectives & Goals - Campaign KPIs - Focused Products/ Service - Target Audience - Proposed Brand Positioning/ Value Propositions - Proposed Marketing Channels - Campaign Period - Required Digital Assets - Tracking - Proposed Digital Marketing Package - Project Schedule & Onboarding Journey - Client Support & Request Resolution Framework - Dispute/ Conflict Management & Resolution - Understanding Basic Concept Of Proposed Digital Marketing Solution		Per Report	1.00		
		Per Report	1.00		

<p>Digital Marketing Campaign 1: SEO [3 Months] KPIs*: Minimum 150% ROAS Improved Organic Ranking For At Least 25% Of Focused SEO Keywords + At Least 10% Of SEO Keywords On Page 1 Of Google Organic Search Engine Result Page + Minimum 10% Increase in Organic Traffic/ Leads (*KPIs are different across industry and country) SEO For 1 To 5 Web Pages (Up to 20 Keywords) Google Search Console Setup Google Analytics Setup/ Optimization and Tracking Implementation (if required) Google My Business Listing Setup & Optimization Keywords Research & Analysis Content Gap Analysis & Strategy Website Technical Audit & Optimization On-page Optimization, Including But Not Limited To Meta Implementation & Optimization Quarterly Website Content Audit & Optimization 6 Website Blogs Link Building & Off-Page Optimization Google Organic Algorithms Updates & Changes Monitoring Refining SEO Strategy In Accordance To Performance & Algorithm Changes/ Updates Monitoring of SEO Keywords Ranking</p>	Per Month	3.00
<p>Digital Marketing Campaign 2: SEM [3 Months] - KPIs*: Minimum 150% ROAS (*KPIs are different across industry and country) - Google Ad Account Setup (If Required). - Linking Of Google Ad Account To Google Analytics (If Required) - Tracking Setup/ Optimization (If Required) - Google Search Campaign Setup: - Search Campaign structure development - Attribution set up - Keywords research & recommendation - Google Display/ Remarketing Campaign Setup - Campaign targeting strategy & setup - Google Ad Campaign Monitoring & Optimization - Budget allocation optimization - Campaign restructuring - Keyword optimization (keyword match type, expansion of keywords, addition of negative keywords) - Targeting optimization (Placement, location, demographic, interest, behavior, etc) for Google Display - Ad copies, landing page, bidding strategy & ad scheduling optimization - A/B testing for ad copies/ creative</p>	Per Month	3.00
Digital Assets Creation: Website Blogs x 6 (Up to 500 words per blog)	Per Unit	6.00
Digital Assets Creation: 1 to 5 Google Search Ads (up to 500 characters per ad)	Per Setup	1.00
Digital Assets Creation: 1 to 3 Google Discovery ad development (up to 130 characters per ad)	Per Setup	1.00
Digital Assets Creation: 1 to 3 online ad banner (Static Image or Animated Gif creative development in minimum 3 recommended dimensions (up to 200 words per ad banner and up to 3 frames per Animated Gif ad)	Per Setup	1.00
Digital Assets Creation: 1 landing page creation (copywriting of up to 1000 words + design + development) or 1 to 5 Landing Pages Optimization	Per Setup	1.00
Monthly review and recommendation: Monthly SEO report	Per Report	3.00
Monthly review and recommendation: Monthly Google ad report	Per Report	3.00

Monthly review and recommendation: Monthly review	Per Month	3.00		
Monthly review and recommendation: Final report	Per Report	1.00		
Development and integration of leads management processes with existing business processes	Per Setup	1.00		
4) Training Handover & Training Guide	Per Setup	1.00		
5) Others Not Applicable				
Total			\$ 9,960.00	\$ 9,960.00

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