

Company	STORY BOX COLLECTIVE PTE. LTD.
Digital Solution Name & Version Number¹	DM SBC DIGITAL MARKETING PACKAGES - SEO + SEM (6 months)
Appointment Period	19 December 2024 to 18 December 2025
Extended Appointment Period²	19 December 2025 to 18 December 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		Per Set Up	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis Business Audit and Marketing Channels Analysis Keyword Analysis Report Competitor Analysis and Audience Segmentation Plans		Per Set Up	1.00		
Digital Marketing Strategy Development Plan & Design (Digital Strategy Report) - Keywords research, site audit, KPIs Setting, Target Audience & Budget, objectives and campaign plans, work process plans.		Per Set Up	1.00		
Digital Marketing Campaigns SEO (One-time Setup) - SSL security on website (HTTPS), Creation/ updating of user site map, submission of website indexing - Directory listing		Per Set Up	1.00		
SEO (6 months) - [Campaign 1] - Brand Awareness - 20 Brand/Service/Product Related Keywords - Project Coordinator - On Page SEO Recommendation - Meta Data Optimisation - Image Optimisation - Content Optimisation - Sitemap.xml Installation - Robots.txt - Google Search Console Set up and Installation - Website and Technical Audit - Broken Links Check - Page Indexing - Desktop and Mobile Speed - Mobile Responsiveness - Backlinks - Monthly Monitoring		Per Month	6.00		

<p>SEO 6 Months [Campaign 2] - Lead Generation - 20 Lead Generation Focused Keywords - Project Coordinator - On Page SEO Recommendation - Meta Data Optimisation - Image Optimisation - Content Optimisation - Sitemap.xml Installation - Robots.txt - Google Search Console Set up and Installation - Website and Technical Audit - Broken Links Check - Page Indexing - Desktop and Mobile Speed - Mobile Responsiveness - Backlinks - Monthly Monitoring</p> <p>- 2 x Search Engine optimisation Campaigns spread over 6 months. KPIs 10% keywords in top 10 pages and 200% increase in organic search traffic. - estimated 10 to 20 leads after 6 months"</p> <p>SEM (6 months) - Google Ads Account Set up - Google tag manager creation and implementation - Google Analytics Creation and Installation - 1 to 5 x Google Ads Campaign set up (Based on budgets) - Conversion Optimization - Display Ad Creation</p> <p>KPIs: 200% ROAs in terms of search traffic</p> <p>Digital Assets Creation - 8 x Display Banner Ads - 6 to 10 Articles spread over 6 months</p> <p>Review and recommendation Monthly performance report with observation & recommendation Final Report Development and integration of leads management processes with existing business processes</p> <p>4) Training Training and Handover</p> <p>5) Others Not Applicable</p>	Per Month	6.00			
	Per Month	6.00			
	Per Set Up	1.00			
	Per Month	6.00			
	Per Set Up	1.00			
Total			\$	10,500.00	\$ 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

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