

DETAILS OF PRE-APPROVED DIGITAL SOLUTION

ANNEX 3

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|---|---|
| Company | Best Marketing Agency Pte Ltd f.k.a Best SEO Marketing Pte Ltd |
| Digital Solution Name & Version Number¹ | DM Best Marketing Digital Marketing Packages Version 1 - Package 3 - SEO/SEM - 3 MONTHS |
| Appointment Period | 06 October 2022 to 05 October 2023 |
| Extended Appointment Period² | 06 October 2023 to 05 October 2024 |

Standard Packaged Solution (ie. Minimum items to be purchased)

| Cost Item | Unit Cost (\$) | Unit | Quantity | Subtotal (\$) | Qualifying Cost * (\$) |
|--|----------------|----------------|----------|---------------|------------------------|
| 1) Software NOT APPLICABLE | | NOT APPLICABLE | 1.00 | | |
| 2) Hardware Not Applicable | | | | | |
| 3) Professional Services Digital Marketing Needs Analysis Competitor Facebook Ads/Google Ads Analysis Competitor Offer Analysis | | per setup | 1.00 | | |
| Digital Marketing Strategy Development Proposed Solution Crafting Of An Irresistible Offer Audience Targeting Split Testing | | per setup | 1.00 | | |
| Digital Marketing Campaigns (Search Engine Marketing One-Time Setup): Linking To Google Ads Account Linking To Google Analytics Conversion Tracking Set Up | | per setup | 1.00 | | |
| Digital Assets Creation: GDN Ad Creative (if applicable) - Up to 1 set of minimum 3 recommended sizes per month | | per quarter | 1.00 | | |
| Digital Marketing Campaigns (SEM Scope of Work): - Creation Of Multiple Ad Groups Of Up To 50 Keywords Select any 2 campaign type - Search / Display / Video / Shopping / App - Google Ads Optimisation (if applicable) - Ad Copywriting Optimisation / Keywords Optimisation - For Search Ads Copywriting - (Headlines and Descriptions) - Ad Devices And Scheduling Optimisation - Building Of Negative Keywords List - Split Testing Of Headlines and Descriptions to optimize for higher CTR - Setting Up Of All Relevant Ad Extensions (If Applicable) - Conversion Tracking Setup - KPI Of 200% ROAS (Differs from industry to industry) | | per month | 3.00 | | |
| Digital Assets Creation: SEM Ad Copywriting (Includes writing of Responsive Search Ad Headlines & Descriptions, if necessary) | | per quarter | 1.00 | | |

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|--|-----------|-------|--------------|--------------|
| <p>Digital Marketing Campaign - Search Engine Optimization</p> <p>Technical SEO Audit</p> <ul style="list-style-type: none"> - Extensive keywords research of up to 60 keywords to identify the number of people searching for what the client sells (product/service) - Ensuring SSL Certificate is being installed on the website(HTTPS) - Creation/Updating Of XML Site Map - Creation Of HTML User Site Map - Integration of Google Search Console and verification of website being indexed - Targeting Up to 60 Keywords for the SEO campaign, with a maximum of 5 keywords per cluster page (similar keywords that have the same semantic meaning) - Inclusion of Schema Mark Up on the pages that are targeting the 60 keywords - Google My Business Optimisation) - by ensuring that there are 3x team photos uploaded, 3x interior photos uploaded, 3x exterior photos uploaded - KPI Of Minimum 10% Keywords in Top 10 of Google Search Results /Page 1 of Google | per setup | 1.00 | | |
| <p>Digital Assets Creation:</p> <ul style="list-style-type: none"> - Optimized SEO Copywriting to be incorporated into up to 15 existing pages in total - Optimization of Title Tags, Meta Descriptions to include main keywords we are targeting | per page | 15.00 | | |
| <p>Digital Marketing Campaign (SEM)</p> <p>(Optional) Creation Of Landing Page(s) - 2 step funnel (Either High Value Content Offer + Offer Page For Lead Generation Businesses, Or Single Long Form Landing Page For ECommerce Businesses)</p> <p>(Optional) Graphic Design Of High Value Content Offer In PDF Format</p> | per setup | 1.00 | | |
| <p>Digital Marketing Campaigns (Additional): Dedicated Account Manager (SEM & SEO) Service Support (Email, WhatsApp, Dedicated Phone Number)</p> | per setup | 1.00 | | |
| <p>Review and recommendation:</p> <p>Monthly Performance Report with observation & recommendation</p> | per month | 3.00 | | |
| <p>Review and recommendation: Final Report</p> <ul style="list-style-type: none"> - Tweaking of offer on landing page - Tweaking of Google Ads Headlines/ Descriptions - Reporting of ROAS | per setup | 1.00 | | |
| <p>Development and integration of leads management processes with existing business processes - We can integrate to client's existing CRM with their Zapier account (Usage of Best SEO's CRM will be billed separately at \$200/mth)</p> | per setup | 1.00 | | |
| <p>4) Training</p> <p>Training</p> <p>Handover documents or reports</p> | per setup | 1.00 | | |
| <p>5) Others</p> <p>Not Applicable</p> | | | | |
| Total | | | \$ 11,000.00 | \$ 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

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