

Company	Creative E-World Pte Ltd
Digital Solution Name & Version Number¹	DM Creative E-World Digital Marketing Packages - Package 2 - Basic SEO & SM 6 months
Appointment Period	27 October 2022 to 26 October 2023
Extended Appointment Period²	27 October 2023 to 26 October 2024

wef. 08 February 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software NA		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis : Keyword Research, Volume Analysis, PPC, price range & competitiveness. Competitor Ranking Analysis Perform in depth website health check analysis: For broken links, indexing, website content, URL directing, website mobile responsive. Understanding Client's Business Model, Brand Guidelines, Target Audience & Budget - Analysing Client's Current social media (Facebook &/or Instagram) Presence - Gathering Client's Social Media Marketing (Facebook &/or IG) objectives Digital Marketing Strategy Development : Digital Marketing Objectives, Target Audience & Persona and Proposed Keywords Creative Inspirations - Tone of Voice for Captions, Objectives & Campaign Plan for Social Med Digital Market Strategy & Recommendation with achievable milestone over the next 6 months Inclusive of 1 time campaign setup Digital Marketing Campaigns : Search Engine Optimization - (up to 15 keywords) <ul style="list-style-type: none"> • On Page / Off Page optimization • General Site Audit Report • H1, H2, H3 Tag for Pages • URL Optimization • Content Optimization • Check Broken Links • Meta Title optimization • Meta description and keywords optimization • Robots.txt file creation and Sitemap Optimization • Google Analytic setup Digital Marketing Campaigns : Social Media a) Facebook Leads Generation Campaign OR b) Facebook SHOP (Ads budget not inclusive) <ul style="list-style-type: none"> • Call to action button to stimulate engagement / API to sync products to SHOP • Run Ads to maximized Fans interaction & likes • Up to 2 Ads creation • Assisted Postings (up to 2 postings/mth) • Authentic Fans Optimization • Page Monitoring and Promoting • Live access statistics and data • Optional: IG-Same artwork post as FB • Resize to Instagram requirements • Client to provide Business IG account • Live Reporting Dashboard 	Per Bundle	1.00			
		Per Bundle	1.00		
		Per Month	6.00		
		Per Month	6.00		

Digital Assets Creation : 1 page content creation and 1 page Facebook Landing page with 2 Ads creation - up to 2 rounds of changes	Per Bundle	1.00		
Review and recommendation: Monthly Ranking Report & Growth Report Website data analytic report Final Project Report with Analytic and Recommendations				
KPI: SEO: Guarantee 60% keywords after 6 months to be in top 20 ranking. Estimated 10%-30% traffic increase	Per Bundle	1.00		
KPI: SM : 30% to 80% Increase in Social Media Reach Page Likes / Followers: 100%-300%				
Target ROAS: To achieve either ROAS of 1.5x - 2x (Actual estimation will be provided during project commencement based on the industry, budget and call to action methods) or By 1.5x -2x increase in Leads generated before and after campaign.				
4) Training Training : Handover and run through the final report	Per Bundle	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

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