

Company	MediaPlus Digital Pte. Ltd.
Digital Solution Name & Version Number¹	DM MediaPlus Digital Marketing Package Version v3 - Search Boost DM Package V1 (SEO/Content Marketing) [3 Months]
Appointment Period	15 August 2024 to 14 August 2025
Extended Appointment Period²	15 August 2025 to 14 August 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		NA	0.00		
2) Hardware Not Applicable					
3) Professional Services					
a) Digital Marketing Needs Analysis					
- Company Analysis					
- Competitor Analysis		Per Setup	1.00		
- Needs Analysis					
- Digital Asset Analysis					
b) Digital Marketing Strategy Development					
- Digital marketing strategy report					
- Campaign objectives					
- Target audience		Per setup	1.00		
- Brand direction /positioning					
- Client engagement					
- KPIs					
Digital Marketing Campaigns		NA	0.00		
1) Search Engine Optimization (SEO)					
- 40 Keywords					
- 10% keywords on Page 1 of Google Singapore					
- Duration: 3 Months					
- Keyword research and analysis					
- Site audit and review					
a) Onsite SEO					
- Meta Data Optimisation					
- Schema markup implementation					
- Onsite content optimization					
b) Offsite SEO		Per Setup	1.00		
- Directory submission					
- Niche link building					
c) Technical SEO					
- HTML tag management					
- Code optimization suggestions (depending on website platform)					
d) Setup					
- Google Search Console setup					
- Google Analytics tracking and conversion setup					
- Google Business Profile Optimisation and Setup					
2) Content Marketing					
- Duration: 3 Months					
- Planning and creation of articles and blogs to display industry expertise.					
- Creation of press release article to be distributed					
- Distribution of the press release article to at least 200 news media websites		Per Setup	1.00		
- Target: 10% increase in leads (depending on client's industry/product)					
*to discuss with client on their leads objective. e.g enquiry, ecommerce transaction, subscription)					
Digital Assets Creation		NA	0.00		

a)SEO - 1 x Google Business Profile per Setup - 1 x Cornerstone article optimization (up to 2000 words) per campaign - 2 x image curation for each article - 15 x image alt text creation and tagging - 20 x Meta Title, Meta Description per setup - 1 x Structured Data per setup - 1 to 3 Blog articles (up to 800 words) - 3 to 12 targeted pages Optimized SEO copywriting (up to 800 words, existing or new)	Per Campaign	1.00		
b)Content Marketing - 3 months editorial calendar - 1x infographic creation or 3x additional blog post creation - 1 x press release creation	Per Campaign	1.00		
Review and recommendation SEO Monthly Performance Report -Website Data Analytics Report -Keywords rankings report -Observations & Recommendation	Per Month	6.00		
Content Marketing Monthly Performance report -Traffic analytics to blog post/article				
Final Summary Report	Per Report	1.00		
Development and integration of leads management processes with existing business processes	Per Setup	1.00		
4) Training Training and Handover	Per Setup	1.00		
5) Others Not Applicable				
Total			\$ 9,995.00	\$ 9,995.00

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