

<b>Company</b>	MediaPlus Digital Pte. Ltd.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM MediaPlus Digital Marketing Package Version v3 - Accelerate DM Package V2 (SEO/SEM/SMA) [3 Months]
<b>Appointment Period</b>	15 August 2024 to 14 August 2025
<b>Extended Appointment Period<sup>2</sup></b>	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	\$ 0.00	NA	0.00	\$ 0.00	
2) Hardware Not Applicable					
3) Professional Services					
a) Digital Marketing Needs Analysis					
- Company Analysis					
- Competitor Analysis	\$ 0.00	Per setup	1.00	\$ 0.00	
- Needs Analysis					
- Digital Asset Analysis					
b) Digital Marketing Strategy Development					
- Digital marketing strategy report					
- Campaign objectives	\$ 0.00	Per setup	1.00	\$ 0.00	
- Target audience					
- Brand direction /positioning					
- Client engagement					
- KPIs					
Digital Marketing Campaigns	\$ 0.00	NA	0.00	\$ 0.00	
1) Search Engine Marketing (SEM)					
- Keywords research and analysis					
- Ad creatives creation					
- Duration: 3 months					
a) Campaign setup					
- Google Ads setup					
- Google tag manager setup					
- Google analytics integration					
b) Campaign optimization					
- keywords performance review					
- negative keywords review					
- Quality score optimization	\$ 1,500.00	Per setup	1.00	\$ 1,500.00	
- Ads optimization					
- Implement Click Fraud Prevention Tool for the duration of campaign					
c) Performance objectives					
- Target conversion rate: 2% to 5% of total clicks for Google Ads					
- Target conversion rate: 1.5% to 3.5% of total click for GDN					
- ROAS estimated to be 200% (Client target ROAS to be calculated during campaign kickoff)					
- Campaign analysis and provide feedback to align with marketing objectives					

2)Search Engine Optimisation (SEO)				
- 15 Keywords				
- 20% 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	\$ 1,500.00	Per setup	1.00	\$ 1,500.00
-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				
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3) Social Media Advertising (Meta - Facebook & Instagram)				
- Evaluation of client current social presence (Facebook/Instagram)				
- campaign objective analysis (brand awareness/reach/traffic/engagement/video views/message/lead generation/conversions/ecommerce)				
- Duration: 3 months	\$ 1,800.00	Per setup	1.00	\$ 1,800.00
a) Campaign setup				
-Facebook Business manager / Instagram business page				
-Ad creatives design				
- Ad copies creation and copywriting				
-Target audience setup				
-Bidding strategy setup				
-Facebook pixel setup				
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b) Campaign Optimisation				
-Audience list optimization				
-Bid optimization and monitoring				
-Ad Copies split testing				
c)Performance objectives	\$ 0.00	Per Setup	1.00	\$ 0.00
- Target conversion rate: 2% to 5% of total clicks				
- ROAS estimated to be 200% (Client target ROAS to be calculated during campaign kickoff)				
- Campaign analysis and provide feedback to align with marketing objectives				
Digital Assets Creation	\$ 0.00	NA	0.00	\$ 0.00
a)SEM				
- 3 to 6 Ad Group Creation	\$ 700.00	Per Setup	1.00	\$ 700.00
- 3 to 18 Ad Text Creation				
or 1 to 6 display banners for GDN per setup				
b)SEO				
- 1 x Google Business Profile per Setup				
- 1 x Cornerstone article optimization (up to 2000 words) per campaign	\$ 3,295.00	Per Campaign	1.00	\$ 3,295.00
- 2 x image curation for each article				
- 10 x Meta Title, Meta Description per setup				
- 1 x Structured Data per setup				
- 1 to 3 blog article (up to 800 words)				
c)SMA (Meta)				
- 1 to 3 static creatives or 1 carousel ads per setup ( 3 static crearives per carousel)	\$ 900.00	Per Campaign	1.00	\$ 900.00
- 1 to 3 ad copywriting				

Review and recommendation					
SEM Monthly Performance report -Website Data Analytics Report -Campaign Metrics & Report - Observations & Recommendations					
SEO Monthly Performance Report -Website Data Analytics Report -Keywords rankings report -Observations & Recommendation	\$ 0.00	Per Month	3.00	\$ 0.00	
SMA META Monthly Performance Report -Website Data Analytics Report -Campaign Metrics & Report -Observations & Recommendations					
Final Summary Report	\$ 0.00	Per Month	1.00	\$ 0.00	
Development and integration of leads management processes with existing business processes	\$ 0.00	Per Setup	1.00	\$ 0.00	
4) Training Training and Handover	\$ 300.00	Per setup	1.00	\$ 300.00	
5) Others Not Applicable					
			<b>Total</b>	\$ 9,995.00	\$ 9,995.00

<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

<sup>2</sup> 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