

<b>Company</b>	OC Digital Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM OC Digital Digital Marketing Packages - Package 4 – SEO + SEM + SMA (3 Months)
<b>Appointment Period</b>	01 June 2023 to 31 May 2024
<b>Extended Appointment Period<sup>2</sup></b>	01 June 2024 to 31 May 2025

**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 - Competitor Analysis - Keyword Search Trend - Keyword Volume Analysis		Per Report	1.00		
Digital Marketing Strategy Development - Digital Marketing Strategy Report - Keyword & Campaign Strategies		Per Report	1.00		
Digital Marketing Campaigns					
Scope of work:					
1) Search Engine Optimization (SEO) - On search engine: www.google.com.sg - Optimized: Up to 16- 20 Keywords - Top 10/Page 1 for 30% of keywords after 6 months		Per Month	3.00		
- Onsite SEO Site optimization - Activities may include but not limited to: - Meta Tag, Header Tag, ALT, Title Tag Optimization, Internal linking - Offsite SEO optimization: - Backlink submission and enhancements into external sites to improve site searchability. - Monthly Performance Reporting showing Current - Ranking Improvement, Site Visitor Traffic via Organic Source, Conversion Tagging implementation					
2) Search Engine Marketing (SEM) Advertising - Google Adwords - Google Analytics Setup - Campaign Optimization - Split A/B Testing of Ad Copy - Keyword Generation, Ad Copywriting & strategy planning for SEM campaign - Campaign Landing Page Creation - Conversion tracking setup		Per Month	1.00		

<p>3) Social Media Advertising for Facebook Platform*</p> <ul style="list-style-type: none"> <li>- Ad Campaign Optimization for:</li> <li>- Facebook Ads (default)</li> <li>- Provide easy to read monthly report</li> <li>- Ad creation is included for both platforms</li> <li>- Creation of 1 SMA Ad Campaign per month per platform</li> <li>- Ad conversion tracking and reporting setup</li> <li>- If the client does not have the mentioned social media platform:</li> </ul> <p>OC Digital will create the social media account for the client at no extra costs.</p>	Per Month	1.00			
<p>*The client may request to replace the Facebook platform with either the LinkedIn platform OR the Instagram platform to utilize this package.</p>					
<p>Ad Account Setup</p> <ul style="list-style-type: none"> <li>- Setup of ad</li> <li>- Audience targeting</li> <li>- Location targeting</li> <li>- Ad adaptation creation</li> <li>- Tracking tag implementation</li> <li>- Social media retargeting tag implementation</li> </ul>	Per Setup	1.00			
<p>Digital Assets Creation</p> <p>Search Engine Optimization (SEO)</p> <ul style="list-style-type: none"> <li>- SEO Content writing for website 1 article per month</li> </ul>	Per Article	3.00			
<p>Search Engine Marketing (SEM) Advertising</p> <ul style="list-style-type: none"> <li>- 1 x Campaign Landing Page (CLP) Design &amp; Creation</li> </ul>	Per Landing Page	1.00			
<ul style="list-style-type: none"> <li>- Creation of 2 SEM Campaign Ad Campaign (Eg. Generic Campaign, Product Campaign)</li> <li>- Creation of Keyword List &amp; Ad Copy for SEM</li> </ul>	Per Campaign	3.00			
<p>Social Media Advertising (SMA):</p> <ul style="list-style-type: none"> <li>- Creation of 1 SMA ad campaign per month</li> <li>- SMA includes ad copywriting, ad image creation (Either 1-2 ad images will be created corresponding to the number of SMA Ad Campaigns executed in previous point above.)</li> </ul>	Ads Per Month	3.00			
<p>Review and recommendation</p> <ul style="list-style-type: none"> <li>- Monthly Campaign Report (x 3 months)</li> </ul>	Per Report	3.00			
<ul style="list-style-type: none"> <li>- Final Project Report (for Claims Submission)</li> </ul>	Per Report	1.00			
<p>SEO Target KPI:</p> <ul style="list-style-type: none"> <li>- Top 10/Page 1 for 30% of keywords within 3-6 months</li> </ul>					
<p>SEM Target KPI:</p> <ul style="list-style-type: none"> <li>- Target Click-Through-Rate (CTR) : 2% - 5% of total impressions</li> <li>- Target Cost-Per-Lead (CPL): \$40 - \$100</li> <li>- Target ROAS: 1.5x - 4x</li> </ul>	NA	1.00			
<p>SMA Target KPI:</p> <ul style="list-style-type: none"> <li>- Target Cost-Per-Lead (CPL): \$40 - \$100</li> <li>- Target ROAS: 1.5x - 4x</li> </ul>					
<p>4) Training</p> <p>Training: Half-Day Digital Marketing Training by OC Digital Trainer</p>					
<p>You Will Learn:</p> <ul style="list-style-type: none"> <li>- Basics of Google Ads &amp; Social Media Ads</li> <li>- How to make changes to your Ads</li> <li>- Optimization Fundamentals- how to optimize your ads so it can bring you customers</li> <li>- Digital Assets Handover and Training Guide</li> </ul>	Per Session	1.00			
<p>5) Others</p>					

Not Applicable					
				<b>Total</b>	
				\$ 9,900.00	\$ 9,900.00

<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