

Company	OOm Pte Ltd
Digital Solution Name & Version Number¹	DM OOm Digital Performance Marketing Package - Package - 4 SEO/Content Marketing Combo [3 Months]
Appointment Period	23 May 2024 to 22 May 2025
Extended Appointment Period²	23 May 2025 to 22 May 2026

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software NA		NA	0.00		
2) Hardware NA		NA	0.00		
3) Professional Services Digital Marketing Needs Analysis -Keyword Research & Analysis -Competitor Analysis		per report	1.00		
Digital Marketing Strategy Development - Digital Market Strategy Report		per report	1.00		
Digital Marketing Campaigns 1) Search Engine Optimisation (SEO) Campaign [3 Months] - 20 Keywords on Google Singapore - Website Content Enhancement for SEO - SEO Keywords Research and Analysis - Meta Data Onsite Implementation - Quarterly Technical Audit Review - Monthly Link Building Activities - Keywords Positioning Monitoring - Google Algorithms Updates Monitoring - 24/7 SEO Reporting Dashboard Access - Google Analytics Tracking and Goal Conversion Setup - Google Search Console (GSC) Setup - Google Business Profile (GBP) Optimisation and Setup KPIs: (*KPIs differ based on industry.) - Target 10% of Keywords on Page 1 of Google within 3 Months		per month	3.00		
Digital Marketing Campaign 2) Content Marketing Campaign [3 Months] - Premium article writing (up to 500 words) with content topic research and SEO keywords seedings - Media Distribution of Premium article to up to 100 local and international websites (eg. Yahoo, AsiaOne, etc) - Implementation of SEO-friendly meta & page title descriptions - Distribution/News Pickup Visibility Report KPIs: (*KPIs differ based on industry.) - 10% increase in Organic Traffic in 3 Months - 10% increase in Leads in 3 Months		per set	1.00		
Digital Assets Creation - 3 Blog Posts (min 500 words)		per set	1.00		
Digital Assets Creation - 1 2D Motion Graphic Video (Up to 45 Secs)		per set	1.00		
Review and recommendation - Monthly Ranking Report and Review		per report	3.00		
Review and recommendation - Final Report		per report	1.00		
Development and integration of leads management processes with existing business processes		per setup	1.00		

4) Training - Digital Assets Handover - Training Guide		per setup	1.00		
5) Others NA		NA	0.00		
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