

Company	STORY BOX COLLECTIVE PTE. LTD.
Digital Solution Name & Version Number¹	DM SBC Digital Marketing Packages - Package 3 - SEO & SEM (6 Months)
Appointment Period	17 November 2022 to 16 November 2023
Extended Appointment Period²	17 November 2023 to 16 November 2024

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		Per Set Up	1.00		
2) Hardware Not applicable to Digital Marketing Packages		Per Set Up	1.00		
3) Professional Services Digital Marketing Needs Analysis 1. Business Audit and Marketing Channels Analysis 2. Keyword Analysis Report 3. Competitor Analysis and Audience Segmentation Plans		Per Set Up	1.00		
Digital Marketing Strategy Development Plan & Design (Digital Strategy Report) - 1. Keywords & Trends research 2. KPIs Setting 3. Target Audience & Budget 4. Objectives and campaign plans 5. Work process plans 6. Campaign concept brainstorming		Per Set Up	1.00		
Digital Marketing Campaigns SEO (One-time Setup) - SSL security on website (HTTPS), Creation/updating of user site map, submission of website indexing		Per Set Up	1.00		
Search Engine Optimisation Campaign Scope of work - 2 x Keyword Group Search Engine optimisation Campaigns spread over 6 months (6 months) - up to 50 keywords/Keyword group - on page seo - off page seo with link building - content optimisation - local SEO - technical SEO - Generation of Backlinks		Per Month	6.00		
KPIs : Estimated min. - Estimated increase in 5 - 10% of leads/per month or sales revenue online.					
SEM Campaign Scope of work - Set up to Search/Display/Video/Shopping/App Google Ads optimisation/keywords optimisation/ads scheduling/demographics targeting/building of negative keywords list/AB Testing/Quality Score optimisation/location targeting/conversion tracking - 1 x Landing Page for conversions - 2 x SEM including keywords and video campaigns spread over 6 months.		Per Month	6.00		
KPIs: Estimated min. 10 - 20 leads/per month					
Digital Assets Creations 8 x Display Banner Ads		Per Set Up	8.00		

Review and recommendation Monthly performance report with observation & recommendation Final Report Development and integration of leads management processes with existing business processes		Per Month	6.00		
4) Training Handover		Per Set Up	1.00		
5) Others Not Applicable					
Total				\$ 10,900.00	\$ 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