

Company	WECOFA PTE LTD
Digital Solution Name & Version Number¹	DM WECOFA Digital Marketing Packages Version 1 - Package 3 - - Google SEM Marketing (3 Months) + Landing Page
Appointment Period	09 February 2023 to 08 February 2024
Extended Appointment Period²	09 February 2024 to 08 February 2025

wef. 08 February 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not Applicable					
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis					
01 x Session of Business Clarity Growth Audit (2 hours) - In-depth Understanding of Client's Business Model.		Per Session	1.00		
- Customers Avatar Knowledge Exercise 'CAKE' (Finding out what are the Demographics & Psychographics of 'Existing Clients' and 'Desired Target Clients'. - Finding out Who are the Existing Competitors - Audit of Client's Existing Social Media Presence					
Digital Marketing Needs Analysis		Per Report	1.00		
- Competitors Analysis Intelligence Report					
Digital Marketing Needs Analysis		Per Report	1.00		
- Customers Avatar Knowledge Exercise 'CAKE' Report					
Digital Marketing Strategy Development					
Digital Marketing Strategy Report		Per Report	1.00		
- Digital Marketing Objective - Brainstorming of Campaign Strategies - Target Audiences - Timeline / Social Media Calender					
Digital Marketing Campaign					
Google Digital Marketing Campaign (3 Months)					
Technical Setup (One-time)					
- Google Analytics GA4 Setup - Google Analytics GA4 Events Setup - Google Tag Manager Setup - Install Google Tag Manager Tracking Pixel To Landing Page - Google Ads Setup - Import Conversion Actions To Google Ads Account		Per Setup	1.00		
- Interlink Google Ads Account, Google Analytics Account and Google Tag Manager Account - WhatsApp Button Integration					

