

Company	Wolfgang Creatives Pte. Ltd.
Digital Solution Name & Version Number¹	DM Wolfgang Creatives Digital Marketing Packages Version 1.0 - Package 2 - (SEO and SEM) 3 Months
Appointment Period	03 November 2022 to 02 November 2023
Extended Appointment Period²	03 November 2023 to 02 November 2024

wef. 29 February 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis • 3C Analysis (Customers, Competitors, Company) • SWOT Analysis (Strength, Weakness, Opportunity, and Threat) • Current Market Positioning and Value Proposition • Current State Analysis of Client’s Digital Marketing Presence and Assets		Per Report	1.00		
Digital Marketing Strategy Development • Objectives (SMART Goals) • Target Audience • Obstacles • Strategies for Creative Concept and Offer Development • Timeline • Key Performance Indicators • Digital Asset Creation • Proposed Budget		Per Report	1.00		
Digital Marketing Campaigns Campaign 1 - SEO • Google Ads Manager setup & configuration • On-page SEO and Off-page SEO (Link Building) • Content Optimisation • Local SEO (Google My Business Optimisation) / Local SEO (Google Map Optimisation) • Technical SEO to achieve keyword ranking.		Per Month	3.00		
Digital Marketing Campaigns Campaign 2 - SEM • Choice of 1 campaign objectives (Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions / Catalogue Sales / App Installs Campaign Optimisation (if applicable) - Budget Allocation Optimisation / Interests/Behaviours Targeting Optimisation / Demographics Targeting Optimisation / Placement Optimisation / Location Optimisation / Creative Optimisation / Ad Copywriting Optimisation / Conversion Tracking / A/B Testing / Remarketing) • Strategy planning with SME for up to 2 attractive offers to engage consumers • Setting and implementation of ad parameters including budget, cost, audience, and other strategic parameters. • Data-driven campaign optimisation • A/B testing of SEM campaigns • Bi-weekly optimisation of campaign as necessary • Management and optimisation of unlimited ad spend budget		Per Month	3.00		

<p>Digital Assets Creation for SEO/SEM Up to 6 ad creatives in the form of images or videos • use of stock images with editing (no photography services)</p>	Per Unit	1.00		
<p>Review and recommendation Monthly Performance Report with observations and recommendations. Implementation of recommendations selected by SME. Weekly monitoring of changes with rollback and tweaks as necessary. Whatsapp chat support group</p>	Per Report	2.00		
<p>Post Campaign Meeting</p>				
<p>Final Report including SME Handover Notes for SME's team and Recommendations</p>				
<p>Campaign 1 SEO KPIS: 30% of Keywords to rank on Google Page 1 or 2 after 6 months, with estimated 10% to 30% increase in traffic.</p>	Per Report	1.00		
<p>Campaign 2 SEM KPIS: Target Return On Ad Spend (ROAS): 150% to 300% (Depends on industry, to be discussed with client with Digital Marketing Strategy Development)</p>				
<p>4) Training Training Session for Client (Up to 2 hours) • Handover of all campaign material, including raw files • Ad management maintenance training • Social media Management maintenance training</p>	Per Session	1.00		
<p>5) Others Not Applicable</p>				
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