

Company	Creative E-World Pte Ltd
Digital Solution Name & Version Number¹	DM Creative E-World Digital Marketing - Package Lite SEO & SEM 6 months
Appointment Period	07 November 2024 to 06 November 2025
Extended Appointment Period²	07 November 2025 to 06 November 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 : -Search Volume, price range, competitiveness & Competitor Ranking • Perform website health check: - For broken links, indexing, website content, URL directing & website mobile responsive • Understanding Client’s Business Model • Target Audience & Budget • Identifying potential Landing pages for campaign		Per Bundle	1.00		
Digital Marketing Strategy Development: • Digital Market Strategy & Recommendation with achievable milestone over the next 6 months • Digital Marketing Objectives • Proposed Keywords • Inclusive of 1 time campaign setup		Per Bundle	1.00		
Digital Marketing Campaigns: Search Engine Optimisation -up to 20 keywords (6 months campaign) • On Page / Off Page optimisation • General Site Audit Report • H1, H2, H3 Tag for Pages • URL Optimization • Content Optimisation • Check Broken Links • Meta Title optimisation • Meta description and keywords optimisation • Robots.txt file creation and Sitemap Optimisation • Google Analytic setup		Per Month	6.00		
Search Engine Marketing (6 months Campaign): (Ads budget not inclusive) • Google Adwords Setup • Keyword Research / budget optimisation • Up to 2 Ads creation • Campaign Budget Allocation & Optimisation • Monthly Goal Tracking • Re-structuring Ad Copies • Google Analytics Link up		Per Month	6.00		
Digital Assets Creation: 1 page content creation + 2 Ads creation - up to 2 rounds of changes		Per Bundle	1.00		

<p>Review and Recommendation :</p> <ul style="list-style-type: none"> • SEO Monthly Ranking Report • SEM Monthly Paid Campaign Report • Final Project Report with Data Analytic & Recommendations <p>KPI: SEO: Guarantee 60% keywords after 6 months to be in top 20 ranking. Estimated 5%-30% traffic increase</p> <p>KPI: SEM: Up to 3%-10% CTR for Search Campaign (ROAS depending on the ads spend)</p> <p>Target KPI: To achieve either ROAS of 1- 2x (Actual estimation will be provided during project commencement based on the industry, budget and call to action methods) or By 1-2x increase in Leads generated before and after campaign.</p> <p>Development and integration of leads management processes with existing business processes</p>	Per Bundle	1.00		
4) Training Handover and briefing on the final report	Per Bundle	1.00		
5) Others Not Applicable				
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