

<b>Company</b>	OOm Pte. Ltd.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM OOm Digital Marketing Package - Package - 1 SEM/SMA Combo [3 Months]
<b>Appointment Start Date</b>	23 May 2024

wef. 26 June 2025

**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 Report - Assessment of Current State of Digital Presence - Assessment of Business Needs - Website Health Check - Competitor Analysis		per report	1.00		
Digital Marketing Strategy Report - Marketing Objective - Target Audience - Budget Allocation - Brand Positioning & Strategy - Engagement Framework		per report	1.00		
Digital Marketing Campaign Search Engine Marketing (SEM) Campaign - Monthly KPIs: a) Target Leads: *10-40 or b) Target ROAS: **2x - 5x *Conversion actions include form enquiries, phone clicks or WhatsApp enquiries. KPIs differ based on industry. **Final KPIs range will be discussed and finalised during project commencement.  - Campaign Setup (Google Search Ads, Google Performance Max, Google Display Ads, Google Shopping Ads)* - Campaign Management & Optimisation - Keyword Research and Analysis - Keyword Bid Optimisation and Monitoring - Keyword Match Type Optimisation and Monitoring - Audience Targeting Analysis & Segmentation - Conversion Tracking Setup (Google Analytics 4, Google Tag Manager) *The Google campaign type implemented will be dependent on the business' industry and marketing objective		per month	3.00		
Digital Marketing Campaign Social Media Advertising (SMA) Campaign - Monthly KPIs: a) Target Leads: **10-40 or b) Target ROAS: **2x - 5x *Conversion actions include form enquiries, phone clicks or WhatsApp enquiries. KPIs differ based on industry. **Final KPI range will be discussed and finalised during project commencement.  - Meta Ad Account Setup - Campaign Setup - Campaign Management & Optimisation - Audience Targeting Analysis & Segmentation - Ad Copy Split Testing - Bid Strategy Monitoring & Optimisation - Facebook Pixel & Conversion Tracking Setup		per month	3.00		

Digital Marketing Software (includes subscription fee for 3 months) - Click Fraud Detection Tool (SEM Only) - Website Heatmap and Behaviour Analytics Tools	per setup	1.00		
Digital Assets Creation				
SEM - Search Ad Copywriting - Headline & Description Optimisation - 2 Display Ad Creatives **Quantity is dependent on the business' industry and marketing objective	per set	1.00		
SMA - Social Ad Copywriting - 2 Ad Visual Designs **Quantity is dependent on the business' industry and marketing objective				
Review and Recommendation - Monthly Campaign Report & Review	per report	3.00		
Review and Recommendation - Final Report	per report	1.00		
4) Training - Digital Assets Hand over - Training Guide	per setup	1.00		
5) Others NA	NA	0.00		
<b>Total</b>			<b>\$ 10,000.00</b>	<b>\$ 10,000.00</b>

<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

\* Qualifying cost refers to the supportable cost to be co-funded under the grant