

ANNEX 3

wef. 07 August 2025[illegible]

<p>Digital Marketing Campaigns SEARCH ENGINE MARKETING (SEM) 3 Months Google Search Network (GSN) OR Google Display Network (GDN) Campaign</p> <p>1. Account Setup</p> <ul style="list-style-type: none"> - Google Ads Account Setup - Google Tag Manager (GTM) Creation & Implementation - Event Tracking & Testing (if applicable) via GTM - Google Analytics (GA) Creation & Installation - 1 to 3 Event Tracking & Goal Creation (if applicable) in GA - Google Ads and Analytics linking - Exclude Media Budget <p>2. Campaign Setup</p> <p>Google Search Network (GSN)</p> <ul style="list-style-type: none"> - 1 to 3 Ad Groups Setup - 1 to 3 Ad Copies per Ad Group - Budget Division and Bid Setup - Keywords & Competitors Research - Text Ads Creation <p>OR</p> <p>Google Display Network (GDN)</p> <ul style="list-style-type: none"> - 1 to 3 Ad Groups Setup - 1 set of 3 to 5 Static Ad Creatives (1 theme) - Budget Division and Bid Setup - Keywords & Competitors Research <p>3. Campaign Management and Optimisation</p> <p>Google Search Network (GSN)</p> <ul style="list-style-type: none"> - Testing New Ads/Keywords Including A/B Split Testing (where applicable) - Remove Underperforming Ads/Keywords - Conversion Tracking and Overall Campaign Reporting - Bid Adjustments and Budget Reallocation - Insights, Analysis and Recommendations <p>OR</p> <p>Google Display Network (GDN)</p> <ul style="list-style-type: none"> - Testing New Audience/Placements Including A/B Split Testing (where applicable) - Remove Underperforming Audience/Placements - Conversion Tracking and Overall Campaign Reporting - Bid Adjustments and Budget Reallocation - Insights, Analysis and Recommendations <p>KPIs</p> <p>SEM GSN: Target Click Through Rate (CTR) of 2 - 5% OR</p> <p>SEM GDN: Target Click Through Rate (CTR) of 0.2 - 0.5%</p> <p>(Estimated ROI calculation to be in the range of 1.2x to 3x depending on industry, product/service, offer and ad budget)</p> <p>Digital Assets Creation</p> <p>SEO Blog Article (400 to 500 words each)</p> <p>SEM GSN: Landing Page (includes Copywriting of 400 to 500 words)</p> <p>OR</p> <p>SEM GDN: 1 set of 3 to 5 Static Ad Creatives (1 theme)</p> <p>Review and recommendation</p> <p>Search Engine Optimisation Monthly Report and Review</p> <p>Search Engine Marketing Monthly Report and Review</p> <p>Final Project Report</p> <p>Development and integration of leads management processes with existing business processes</p> <p>Not applicable</p>	Per Account	1.00			
	Per Campaign	1.00			
	Per Month	3.00			
	Per Campaign	1.00			
	Per Article	3.00			
	Per Set	1.00			
	Per Report	6.00			
	Per Report	3.00			
	Per Report	1.00			
	NA	0.00			

4) Training Handover Checklist Documentation		Per Setup	1.00		
5) Others Not applicable to Digital Marketing Packages		NA	0.00		
Total				\$ 7,900.00	\$ 7,900.00

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

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