

Company	MediaOne Business Group Pte. Ltd.
Digital Solution Name & Version Number¹	DM MediaOne SEO SEM SMM SMA Digital Marketing Boost Up Version 3 - Package C SEM SMA (3 months)
Appointment Start Date	23 May 2024

wef. 07 August 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not applicable to Digital Marketing Packages		NA	0.00		
2) Hardware Not applicable to Digital Marketing Packages		NA	0.00		
3) Professional Services Digital Marketing Needs Analysis - Business and Brand Analysis - Review Objectives, Target Audience, Current Digital Marketing efforts and presence - Audit - Competitor Analysis		Per Report	1.00		
Digital Marketing Strategy Development - Digital Marketing Strategy Report		Per Report	1.00		
Digital Marketing Campaigns SEARCH ENGINE MARKETING (SEM) 3 Months Google Search Network (GSN) OR Google Display Network (GDN) Campaign 1. Account Setup - 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		Per Account	1.00		
2. Campaign Setup Google Search Network (GSN) - 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 OR Google Display Network (GDN) - 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		Per Campaign	1.00		

<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 Marketing Campaigns</p> <p>SOCIAL MEDIA ADVERTISING (SMA)</p> <ul style="list-style-type: none"> - FB Pixels Creation & Implementation - Event Tracking & Testing (if applicable) via FB Pixels - Setup social media operating procedures - Media Buy Plan & Persona research - Facebook/Instagram/LinkedIn** Ads and Analytics linking - Setup 1 to 3 Ad Group per campaign - Setup 1 to 3 Ads Copy per Ad Group - Ad adaptation creation from SEM - Budget Division & Bid Setup - A/B Campaign Testing - Monthly Report & Review - Exclude Media Budget <p>**select 1-2 from 3 social media platforms: Facebook, Instagram, LinkedIn</p> <p>KPIs</p> <p>SMA: Target Click Through Rate (CTR) of 0.5 - 2%</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>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 Marketing Monthly Report and Review</p> <p>Social Media Advertising 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 Month	3.00		
	Per Campaign	1.00		
	Per Month	2.00		
	Per Campaign	1.00		
	Per Set	1.00		
	Per Report	3.00		
	Per Report	2.00		
	Per Report	1.00		
	NA	0.00		
	Per Setup	1.00		
4) Training				
Handover Checklist Documentation	Per Setup	1.00		
5) Others				
Not applicable to Digital Marketing Packages	NA	0.00		

Total	\$ 3,800.00	\$ 3,800.00
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- 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