Company	MediaOne Business Group Pte. Ltd.
Digital Solution Name & Version Number[1]	DM MediaOne SEO | SEM | SMM | SMA Digital Marketing Boost Up Version 3 - Package E SMM SEO (6 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 SOCIAL MEDIA MARKETING (SMM) - Business and Brand Analysis - Review Objectives, Target Audience, Current Digital Marketing efforts and presence - Social Media Analysis and Audit - Competitor Analysis AND SEARCH ENGINE OPTIMISATION (SEO) - Needs Analysis - Keyword Research and Analysis - Technical Audit and Analysis - Competitor Analysis		Per Report	1.00		
Digital Marketing Strategy Development SOCIAL MEDIA MARKETING (SMM) - Campaign Objectives - Campaign Messaging - Target Audience and Persona - Art Direction (Moodboard) - Art Direction (Photography) - Recommendations - Campaign Schedule AND SEARCH ENGINE OPTIMISATION (SEO) - Digital Marketing Strategy Report		Per Report	1.00		
Digital Marketing Campaigns SOCIAL MEDIA MARKETING (SMM) - Social Media Consultation (1 online session, 30-minute to 1-hour) - Social Media Campaign Strategy - Social Media Content Calendar Development (2 months) - Social Media Performance Report (2 months) - 8 x Posts creations (cross-post on 2 platforms*) per month - 1 x Work-In-Progress Meeting (1 online session, 30-minute to 1-hr session) *select 2 from 3 social media platforms: Facebook, Instagram, LinkedIn		Per Month	2.00		
KPIs SMM: Target increase of 20% to 90% in Brand Awareness via Social Media Reach (Estimated ROI calculation to be in the range of 1.2x to 3x depending on industry, product/service, offer)		Per Campaign	1.00		

	Digital Marketing Campaigns SEARCH ENGINE OPTIMISATION (SEO) 6 Months SEO 6 Keywords 1. Dedicated Project Coordinator 2. Access to SEO Consultation (U.P. $160/hour) 3. Keywords Research, Keywords Proposal, Keywords Mapping		Per Month	6.00		
	4. On-Page Recommendation - Meta Data Optimisation - Images Optimisation - Content Optimisation - Sitemap.xml Installation - Robots.txt - Google Search Console Installation 5. On-Page Implementation (either implement by MediaOne or Client's IT team) 6. Website and Technical Pre-Audit - Crawl Error - Broken Links (4xx pages) - Page Indexing - Mobile Responsive - Desktop Speed - Mobile Speed - URL Anomalies - Uptime Robot (Server Downtime) Audit - Disavow of Backlinks (Spam links) - Sitemap.xml 7. High Domain Authority Backlinks/Month (industry contextual link)		NA	0.00		
	KPIs SEO: Target 30% of Keywords to rank on page 1 of Google within 6 months (Estimated ROI calculation to be in the range of 1.2x to 3x depending on industry, product/service, offer)		Per Campaign	1.00		
	Digital Assets Creation SMM: Social Media Branding and Artwork Guide		Per Report	1.00		
	SMM: 8 x Posts creations (cross-post on 2 platforms*) per month (1 to 2 revisions per creation)		Per Month	2.00		
	SMM: 10 artwork creations per month (using client's assets or 1 to 5 stock images from MediaOne library, 1 to 2 revisions per creation)		Per Month	2.00		
	Search Engine Optimisation Blog Article Creation (500 to 600 words each)		Per Article	3.00		
	Review and recommendation Social Media Marketing Monthly Report and Review		Per Report	2.00		
	Search Engine Optimisation Monthly Report and Review		Per Report	6.00		
	Final Project Report		Per Report	1.00		
	Development and integration of leads management processes with existing business processes Not applicable		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