

Company	Roots Digital Pte. Ltd.
Digital Solution Name & Version Number¹	DM Roots Digital Marketing Packages - SEO + Digital Ads [3 months]
Appointment Period	30 January 2025 to 29 January 2026
Extended Appointment Period²	30 January 2026 to 29 January 2027

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		Not Applicable	0.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis • Keyword Research & Analysis • Competitor Analysis • Technical SEO audit • Google Search Console audit • Google Analytics audit		Per Report	1.00		
Digital Marketing Strategy Development • Digital Market Strategy Report		Per Report	1.00		
Digital Marketing Campaign 1: SEO Campaign Scope of work • Up to 30 keywords (Keywords will be determined based on the product/services business offered) • Page Title Optimisation • Meta Description Optimisation • Header Tag Optimisation • Robots.txt Optimisation • XML Sitemap Optimisation • Redirection Optimisation • Custom 404-Page Creation		Per Month	3.00		
Duration 3 Months					
Search Engine • Google Singapore (Desktop & Mobile)					
Minimum 10% Keywords in Top 10/Page 1 Guarantee					
Digital Marketing Campaign 2: Ad Campaign Management Scope of work Campaign Optimisation: • Ad performance monitoring • Targeting performance monitoring		Per Month	3.00		
Duration 3 Months					
Minimum ROAS of 1.5X (for ecommerce campaign) and Minimum conversion rate of 2% (for lead gen campaign)					

Ad Campaign Setup					
Scope of work					
• Account creation and setup		Per Setup	1.00		
• Campaign structure development					
• Ad targeting strategy					
• Ad copywriting					
• Conversion tracking setup					
Digital Assets Creation 1: 1 long form blog post (Up to 3,000 word per post)		Per Article	2.00		
Digital Assets Creation 2: 1X landing page OR 1X evergreen ad (choose one)		Per Design	1.00		
Review and recommendation					
• Final report and review		Per Report	1.00		
4) Training Handover		Per Setup	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