

Company	Innovative Hub (SG) Pte.Ltd.
Digital Solution Name & Version Number¹	DM Innovative Hub Digital Marketing Packages - Package 5-SEO/CONTENT MARKETING 3 MONTHS
Appointment Period	13 March 2025 to 12 March 2026
Extended Appointment Period²	13 March 2026 to 12 March 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		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis		Per Report	1.00		
Digital Marketing Strategy Development - Marketing Objectives - KPIs - Budget Plan - Brand Positioning - Target Audience - Client Engagement Framework - Project Brief & Plan - Conflict Resolution Framework		Per Report	1.00		
Digital Marketing Campaigns 1 Search Engine Optimisation Scope of Work: - total 40 Keywords to be listed on Google Singapore - SEO Keywords Research & Analysis - On-page/Technical SEO - Off page SEO/Monthly Link Building Activities - Google Analytics Tracking & Goal Conversion Setup - Google Search Console Setup - Google My Business Setup &/or Optimisation KPIs: (* this will varies from industry) - 10% of keywords on Page 1 of Google Singapore		Per month	3.00		
Digital Marketing Campaign 2 Content Marketing Scope of Work: - Copywriting of Blog Articles - Blog Articles Optimisation - Industry Related Directory Links - Social Book Marketing Links - Implementation of SEO On Page Titles & Descriptions KPIs: (* this will varies from industry) - 10% increase in Organic Traffic - 10% increase in Leads		Per Month	3.00		
Digital Assets Creation included Digital Assets Creation - SEO - 2 Blog Articles (each article 600 to 1000 words with up to 5 stock images) Digital Assets Creation - Content Marketing - 4 to 8 blog articles over the campaign period (each article 600 to 1000 words with up to 5 stock images)		Per package	1.00		
Review and recommendation		Per Setup	1.00		

Final Report		Per Setup	1.00		
Development and integration of leads management processes with existing business processes		Per Setup	1.00		
4) Training Not Applicable					
5) Others Not Applicable					
Total				\$ 10,500.00	\$ 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