

<b>Company</b>	AI DEVELOP PTE. LTD.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM AI DEVELOP Digital Marketing Packages Version 1.00 - Package 1 - SEO (6 Months) + SEM (3 Months)
<b>Appointment Start Date</b>	28 August 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software N.A		N.A	0.00		
2) Hardware N.A		N.A	0.00		
3) Professional Services DIGITAL MARKETING NEEDS ANALYSIS • Business Needs • Current Digital Presence Audit • Current Digital Asset Assessment  DIGITAL MARKETING STRATEGY DEVELOPMENT  • Objectives • Target Key Performance Indicators KPI (KPI) • Target Audience • Budget • Propose Brand angle or Product Positioning • Digital Asset to be created • Client Engagement Framework and timeline  DIGITAL MARKETING CAMPAIGN 1: SEO • Search Engine: Google Singapore • Duration: Six (6) Months • No. of Keyword Selection: 20 to 30 Scope of Work: • Google Analytics setup • Google Search Console setup • Google Business setup • Keyword Ranking Monthly Monitoring • On-page SEO Audit & Recommendation • Website Content Optimisation • URL Optimisation • Highlight on Broken Link & Redirection Errors • Page Title & Description Optimisation • Image Alt-Text and Anchor Text Optimisation • Off-page SEO Link Building CAMPAIGN KPI* • Keyword Ranking: Rank at least 10% of selected keywords on the first page of Google SERP after six (6) months. ** KPI is subjected and may vary depending on industry		Per Report	1.00		
		Per Report	1.00		
		Per Setup	6.00		

<p>DIGITAL MARKETING CAMPAIGN 2: SEM</p> <ul style="list-style-type: none"> <li>• Ad Channel: Google</li> <li>• Campaign Duration: Three (3) Months</li> </ul> <p>Scope of Work:</p> <ul style="list-style-type: none"> <li>• Google Analytics Setup</li> <li>• Ad Account Setup</li> <li>• Campaign Structuring and Setup</li> <li>• Conversion Tracking Integration</li> <li>• Keywords Research &amp; Recommendation</li> <li>• Ad Copywriting/ Creative Development</li> <li>• Budget Allocation Optimisation</li> <li>• Ad Campaign Optimisation</li> <li>• Performance Reporting</li> </ul> <p>CAMPAIGN KPI*</p> <ul style="list-style-type: none"> <li>• Achieve at least 150% ROAS</li> </ul> <p>** KPI is subjected and may vary depending on industry and marketing budget</p> <p>DIGITAL MARKETING CAMPAIGN 1: SEO</p> <p>DIGITAL ASSET CREATION</p> <p>Website Content Copywriting Optimisation</p> <ul style="list-style-type: none"> <li>• 1 - 6 Webpages (Per Campaign)</li> <li>• Up to Two (2) rounds of changes / amendments request</li> </ul> <p>DIGITAL MARKETING CAMPAIGN 1: SEO</p> <p>DIGITAL ASSET CREATION</p> <p>Monthly Website Content Creation</p> <ul style="list-style-type: none"> <li>• Two (2) Blog Creation (Per Month)</li> <li>• S\$200.00 per published Blog Creation</li> <li>• Up to One Thousand (1000) words per Blog Creation</li> <li>• Up to Two (2) rounds of changes / amendments request</li> </ul> <p>DIGITAL MARKETING CAMPAIGN 2: SEM</p> <p>DIGITAL ASSET CREATION</p> <ul style="list-style-type: none"> <li>• Headlines &amp; Descriptions Copywriting (Per Campaign)</li> <li>• Ad Extension Copywriting (Per Campaign)</li> <li>• Up to Two (2) rounds of changes / amendments</li> </ul> <p>DIGITAL MARKETING CAMPAIGN 2: SEM</p> <p>DIGITAL ASSET CREATION</p> <p>Monthly Ad Creative Creation</p> <ul style="list-style-type: none"> <li>• One (1) Ad Creative Asset (Per Month)</li> <li>• Up to Two (2) rounds of changes / amendments</li> </ul> <p>DIGITAL MARKETING CAMPAIGN 1: SEO</p> <p>REVIEW AND RECOMMENDATIONS</p> <ul style="list-style-type: none"> <li>• Keyword Ranking Report</li> <li>• Google Search Console Report</li> </ul> <p>DIGITAL MARKETING CAMPAIGN 2: SEM</p> <p>REVIEW AND RECOMMENDATIONS</p> <ul style="list-style-type: none"> <li>• Google Ads Report</li> </ul> <p>4) Training</p> <p>Handover checklist documentation</p> <p>5) Others</p> <p>Not Applicable</p>	Per Setup	3.00			
	Per Setup	1.00			
	Per Month	6.00			
	Per Setup	3.00			
	Per Month	3.00			
	Per Report	1.00			
	Per Report	1.00			
	Per Report	1.00			
<b>Total</b>			<b>\$</b>	<b>10,000.00</b>	<b>\$ 10,000.00</b>

<sup>1</sup> 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