

Company	AII DEVELOP PTE. LTD.
Digital Solution Name & Version Number¹	DM AII DEVELOP Digital Marketing Packages Version 1.00 - Package 2 - SEO (6 Months) + SMA (3 Months)
Appointment Start Date	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* • 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 DIGITAL MARKETING CAMPAIGN 2: SMA • Ad Channel: Meta (Facebook & Instagram) OR LinkedIn • Campaign Duration: Three (3) Months Scope of Work: • Google Analytics Setup • Ad account Setup • Campaign Structuring and Setup • Conversion Tracking Integration • Ad Copywriting/ Creative Development • Budget Allocation Optimisation • Audience Targeting Optimisation • Ad Campaign Optimisation • Performance Reporting CAMPAIGN KPI* • Achieve at least 150% ROAS ** KPI is subjected and may vary depending on industry and marketing budget		Per Report	1.00		
		Per Report	1.00		
		Per Setup	6.00		
		Per Setup	3.00		

DIGITAL MARKETING CAMPAIGN 1: SEO DIGITAL ASSET CREATION Website Content Copywriting Optimisation • 1- 6 Webpages (Per Campaign) • Up to Two (2) rounds of changes / amendments DIGITAL MARKETING CAMPAIGN 1: SEO DIGITAL ASSET CREATION Monthly Website Content Creation • Two (2) Blog Creation (Per Month) • S\$200.00 per published Blog Creation • Up to One Thousand (1000) words per Blog Creation • Up to Two (2) rounds of changes / amendments request DIGITAL MARKETING CAMPAIGN 2: SMA DIGITAL ASSET CREATION • Two (2) Ad Copywriting (Per Month) • One (1) Static Ad Creative Asset (Per Month) • One (1) Animated Ad Creative Asset (Per Month) • Up to Two (2) rounds of changes / amendments request DIGITAL MARKETING CAMPAIGN 1: SEO REVIEW AND RECOMMENDATIONS • Keyword Ranking Report • Google Search Console Report DIGITAL MARKETING CAMPAIGN 2: SMA REVIEW AND RECOMMENDATIONS • Meta (Facebook/Instagram) or LinkedIn Report 4) Training Handover checklist documentation 5) Others Not Applicable		Per Setup	1.00		
		Per Month	6.00		
		Per Month	3.00		
		Per Report	1.00		
		Per Report	1.00		
		Per Report	1.00		
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

* Qualifying cost refers to the supportable cost to be co-funded under the grant