

<b>Company</b>	RHAD PTE. LTD.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM RHAD Digital Marketing Package Version 2 - Advanced Digital Marketing [SEO+SEM+SMM] (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 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 Persona Development Market Landscape Brand and Competitor Audit Target Persona		Per Report	1.00		
Digital Marketing Strategy Development Digital Marketing Strategy Report - Marketing Strategy, Media Strategy and Key Performance Indicator Proposed brand positioning Analysis and Recommendation - Digital Assets		Per Report	1.00		
Digital Marketing Campaigns Search Engine Optimisation - For 20 Keywords - Top 10/Page 1 Guarantee - On-page/Technical SEO - Off-page SEO/Link Building - Content Optimization - Conversion Optimization		Month	3.00		
Estimated Results SEO: 30% of keywords on page 1 after 6 months					
Digital Marketing Campaigns Search Engine Marketing - Formulation, Planning and execution of the strategy - Content Production of 5 ad groups and 3 ad copies each - Channel and Campaign Reporting - Ad Set up, Monitoring and Optimisation - Google Analytics Set up (One time)		Month	3.00		
Estimated Results Campaign - Target ROAS (Return on Ad spend) - 200% to 500%*					
*- Based on industry benchmark and client needs.					
Digital Marketing Campaigns Social Media Management - Formulation, Planning and execution of the digital strategy - Content Management, Development and Production (8 post per month) - Community Management and Engagement - Channel and Campaign Reporting		Month	3.00		
Estimated Results SMM: 30% to 80% Increase in Social Media Visitors.					

Digital Assets Creation Search Engine Optimisation - Creation of 6 Search Engine Friendly Blog Articles (2x per month) - Up to 1000 Words / Blog Article Search Engine Marketing - 1 to 3 Ad Groups Setup - 2 to 3 Ad Copies per Ad Group - Text Ads Creation Social Media Management X3 monthly content calendars X24 organic posts over 3 months X6 animated post over 3 months - 100 to 150 words Social Media Image Post (artwork design + caption)  Review and recommendation (Based on campaign data analysis) x 3 Monthly Report x 1 Final Report  Development and integration of leads management processes with existing business processes  4) Training Training Handover  5) Others Not Applicable					
		Per Setup	1.00		
		Per Setup	1.00		
		Per Setup	1.00		
		Per Setup	1.00		
<b>Total</b>				<b>\$ 9,750.00</b>	<b>\$ 9,750.00</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