

<b>Company</b>	RHAD PTE. LTD.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM RHAD Digital Marketing Package Version 2 - PPC Starter [SEM+SMA] (6 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 Social Media Advertising - Formulation, Planning and execution of the digital strategy - Content Management, Development and Production - Set up, Monitoring and Optimisation of ads (across max 2 social media platform) - Channel and Campaign Reporting - Digital Media Planning		Month	6.00		
Estimated Results Campaign - Target ROAS (Return on Ad spend) - 200% to 500%*					
*- Based on industry benchmark and client needs.					
Search Engine Marketing - Formulation, Planning and execution of the strategy - Content Production for ads - Channel and Campaign Reporting - Ad Set up, Monitoring and Optimisation		Month	6.00		
Google Analytics Set up (One time)					
Estimated Results Campaign - Target ROAS (Return on Ad spend) - 200% to 500%*					
*- Based on industry benchmark and client needs.					
Digital Assets Creation Search Engine Marketing Landing Page Creation (includes Copywriting between 350 to 500 words) 1x Landing Page Creation 1x Google Analytics Setup + Optimisation 1x Google AdWords Setup + Optimisation		Per Setup	1.00		

Digital Asset Creation Social Media Advertising - X3to 6 Ads Campaigns Over 6 months - 100 to 150 words for content/caption writings per Ad  Social Media Ad Campaign - X1 to x2 Video Production (15 to 60 second per video) over 3 months - X1 to X2 Videos Raw & Edited - Raw & Edited Files will be provided in softcopy format  Search Engine Marketing - 1 to 3 Ad Groups Setup - 2 to 3 Ad Copies per Ad Group - Text Ads Creation  Review and recommendation (Based on campaign data analysis) x6 Month Report x1 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	0.00		
		Per Setup	1.00		
		Per Setup	1.00		
<b>Total</b>				\$ 10,050.00	\$ 10,000.00

<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