

Company	Fier Capital Pte Ltd
Digital Solution Name & Version Number¹	DM Fier Capital Digital Marketing Packages - Package 1 - SEM & SEO [3 Months]
Appointment Start Date	29 June 2023
wef. 18 September 2025	

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Software Not applicable to Digital Marketing Packages		per set	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis SEM 1. Defining the needs and current problems. 2. Google Assets Assessment 3. Audit the performance 4. Competitor's Research, Analysis & Benchmarking 5. Keyword Research		per report	1.00		
SEO 1. Defining the needs and current problems. 2. Keyword Research & Ranking 3. Website Loading Time Assessment & Advisory 4. Website Content Advisory 5. Mobile Friendliness Check 6. Image Optimisation 7. Competitor's Research, Analysis & Benchmarking Digital Marketing Strategy Development Overview with SWOT Defining Objective & focus product/service Defining target audience Propose brand positioning Propose keywords & Ad Text Plan for bidding cost Defining customer journey map KPI setting and budgeting Recommend digital assets and timeline		per report	1.00		
Digital Marketing Campaigns Campaign 1 - SEM: 1. Setting up of Google Adwords account 2. Analysing keywords and ad text performance 3. Recommendations to improve campaign 4. Complete Ad Extensions 5. Google Conversion - tracking conversions 6. Google analytics, Google My Business, Google Tag Manager, and Google Search Console creation 7. 3 sets of Ad Group per campaign 8. 3 copywriting Ad Text per ad group Target KPI: ROAS calculation to be provided upon Project Onboarding, range of 1.2x to 3x depending on industry, product/service, offer		per month	3.00		

Campaign 2 - SEO: 1. Covers 20 keywords 2. Google Ads Manager setup & Configuration 3. Content Optimisation 4. On-page SEO and Off-page SEO (Link Building) 5. Local SEO (Google My Business Optimisation) / Local SEO (Google Map Optimisation) 6. Technical SEO to achieve keyword ranking. Target KPI: 20% Keywords to rank on Page 1 of Google within 3 months Digital Assets Creation for SEO/SEM Creation of 6 images and 6 ad copies to be used for ad campaigns. *use of stock images with editing (no photography services) Review and Recommendation 1. Monthly reporting and review on campaign 2. Recommendations suggestions 3. Final report upon completion of project 4) Training Training Handover 5) Others Not Applicable		per month	3.00		
		per set	1.00		
		per report	3.00		
		per set	1.00		
Total				\$ 11,000.00	\$ 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