

Company	WECOFA PTE. LTD.
Digital Solution Name & Version Number¹	DM WECOFA Digital Marketing Packages - Google SEM Marketing + Landing Page (3 Months)
Appointment Start Date	26 June 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					
3) Professional Services Digital Marketing Needs Analysis - 01 x Session of Business Clarity Growth Audit (02 x hours) - In-depth Understanding of Client's Business Model. - Customers Avatar Knowledge Exercise 'CAKE' (Finding out what are the Demographics & Psychographics of 'Existing Clients' and 'Desired Target Clients'. - Finding out Who are the Existing Competitors - Audit of Client's Existing Social Media Presence		Per Report	1.00		
Competitors Analysis Intelligence Report		Per Report	1.00		
Customers Avatar Knowledge Exercise 'CAKE' Report		Per Report	1.00		
Digital Marketing Strategy Report - Digital Marketing Objective - Brainstorming of Campaign Strategies - Target Audiences - Timeline / Social Media Calendar		Per Report	1.00		
Google Ads Campaign Setup (One-time) - Create Google Ads account - Set up billing information - Set up Google Analytics account - Set up Google Tag Manager account - Set up / diagnose events tracking with Google Tag Manager - Set up / diagnose conversion events in Google Analytics - Link Google Ads account with Google Analytics and Google Tag Manager - Set up / diagnose conversion events and goals for Google Ads account- Set Up of Facebook Business Manager / Ad Account - Set Up of CRM System (If Applicable) - Creation & Installation of Facebook Pixel (If Applicable)		Per Setup	1.00		

<p>Campaign 1: Branding Campaigns</p> <p>1 Campaign: Lead/Sales Conversion</p> <p>- Monthly KPIs: a) Target Leads: **10-40 b) Target ROAS: **1.5X - 5X</p> <p>* Conversion actions include WhatsApp enquiries, form submission or phone clicks. KPI differ based on industry. ** Final KPIs range will be discussed and finalised during project commencement.</p> <p>- SEM Keywords Research and Analysis - Ad Copies Creation and Split Testing - Keywords Bid Optimisation and Monitoring - Keywords Match Tupe Optimisation and Monitoring</p> <p>1 Campaign: Sales Conversion</p> <p>Conversion Campaign - Target ROAS of 150% to 500%</p> <p>- Confirmation of Target Audience & Budget - Execution of 02 x Ad Campaigns</p> <p>Campaign 2: Products Campaigns</p> <p>1 Campaign: Lead/Sales Conversion</p> <p>- Monthly KPIs: a) Target Leads: **10-40 b) Target ROAS: **1.5X - 5X</p> <p>* Conversion actions include WhatsApp enquiries, form submission or phone clicks. KPI differ based on industry. ** Final KPIs range will be discussed and finalised during project commencement.</p> <p>- SEM Keywords Research and Analysis - Ad Copies Creation and Split Testing - Keywords Bid Optimisation and Monitoring - Keywords Match Tupe Optimisation and Monitoring</p> <p>1 Campaign: Sales Conversion</p> <p>Conversion Campaign - Target ROAS of 150% to 500%</p> <p>- Confirmation of Target Audience & Budget - Execution of 02 x Ad Campaigns - A/B Testing of Ad Images, Ad Copywriting and Audience Variations.</p> <p>Campaign Optimisation</p> <p>- Weekly campaign update - Daily Campaign Monitoring and Optimisation in office hours</p> <p>Dedicated Account Manager</p> <p>- Service Support (Email, WhatsApp and Dedicated Phone Number)</p> <p>Digital Assets Creation</p> <p>- Persuasive Ad Copywriting for Google Ad Campaigns (01 x Ads Copywriting per month with each copy less than 120 words)</p> <p>Digital Assets Creation</p> <p>- 01 x Dedicated Landing Page - 300 to 500 words - Include minimum of 06 x images - Professional landing page design</p>	Per Month	3.00			
	Per Month	3.00			
	Per Month	3.00			
	Per Month	3.00			
	Per Month	3.00			
	Per Month	3.00			
	Per Month	3.00			
	Per Month	3.00			
	Per Month	3.00			
	Per Package	1.00			

Review and recommendation - Monthly Campaign Performance Report - Monthly Campaign Analysis & Recommendations - Monthly Review		Per Report	3.00		
4) Training Handover Checklist Documentation		Per Report	1.00		
5) Others Not Applicable					
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