

Company	Digital M Pte. Ltd.
Digital Solution Name & Version Number¹	DM Digital M Digital Marketing Packages - Package 2 - SMM + SEM (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 Not applicable to Digital Marketing Packages		NA	0.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis Company Analysis Competitor Analysis Digital Asset Analysis		per set up	1.00		
Digital Marketing Strategy Development Digital Market Strategy Report (Proposed Solution, Brand Direction/Positioning & KPI) Keyword Research & Analysis Target Audience Selection		per set up	1.00		
Digital Marketing Campaign 1 SMM Scope of Work: - Platform: Facebook & Instagram / LinkedIn / Xiao Hong Shu - Set Up/Optimize Social Media Profile - 2 - 4 posts per month - Editorial Calendar - Finalised Content Visuals - Finalised Caption Copywriting - Content Publishing Target Engagement Rate: 10%-30%		per month	3.00		
Digital Assets Creation Graphic Design x 12 Copywriting x 12		per unit	12.00		
Digital Marketing Campaign 2 Google Ads Set Up - Set up comprehensive Google Advertisements - Up to 1 - 5 campaigns - Create high-conversion ad titles and descriptions - Keyword research - Choose 5-10 money keywords - Create ad extensions		per set up	1.00		
Scope Of Work: Google Ads Monthly Management - Review keywords search terms, make sure Google displays the right keywords - Review Google recommendations and optimize Google Ads based on the recommendations - Quality Score Optimisation - Location Targeting - Conversion Tracking Target ROAS: 100% - 200%		per month	3.00		
Digital Assets Creation Google Ad with Copywriting and Ad Creative - 1 set of minimum 3 recommended sizes (if applicable)		per month	3.00		
Review and recommendation Monthly Performance Report with observation & recommendation		per month	3.00		

Final Report		per set up	1.00		
Development and integration of lead management processes with existing business processes (Not Applicable)		per set up	0.00		
4) Training Handover Checklist Documentation		per set up	1.00		
5) Others Not Applicable					
Total				\$ 8,500.00	\$ 8,500.00

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