

Company	Digital M Pte. Ltd.
Digital Solution Name & Version Number¹	DM Digital M Digital Marketing Packages - Package 4 - SEO + Content Management (6 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 SEO Scope Of Work - Keywords: 20 keywords - Target Pages: 4 - 8 pages - Extensive keyword research and analysis - Onsite Optimization - - Implement Search Console to submit XML sitemap, Robot.txt, and fix broken links. - - Implement Google Analytics. - - Write Google-friendly titles and descriptions. - - Create internal links - - Update website content if needed - Offsite Optimization - - Sustained link building activity (inclusive of creation of Backlinks with DA20-30+ metrics & 75+ Referring Domains Power / 301 Redirects / Negative SEO Protection)		per month	6.00		
Digital Assets Creation 3 onsite blog articles with stock images per month - Minimum of 3 photos, up to 6 photos - Blog article: Up to 1000 words		per unit	18.00		
Digital Marketing Campaign 2 Scope Of Work: Content Management - Topic recommendation - Creation of one premium article for media usage - Article Optimisation		per set up	1.00		
KPI: Distribution of article to at least 80 websites, local & international (e.g., Yahoo, AsiaOne, etc.)					
Digital Assets Creation 1 Premium Article for Media - Minimum of 1 photo, up to 2 photos		per unit	1.00		
Review and recommendation Monthly Performance Report with observation & recommendation		per month	6.00		

Final Report		per set up	1.00		
Development and integration of leads 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				\$ 10,300.00	\$ 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