

Company	Digital M Pte. Ltd.
Digital Solution Name & Version Number¹	DM Digital M Digital Marketing Packages - Package 5 - SEO + SMM (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 SEO Scope Of Work (3 Months) - Keywords: 30 keywords - Target Pages: 2 - 5 pages - Extensive keyword research and analysis - Onsite Optimization - - Implement Search Console to submit XML sitemap, Robot.txt, and fix broken links. - - Implement Google Analytics. - - Implement 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	3.00		
KPI: 10% of the keywords rank on the 1st page within 3 months & Target Leads: 10% increase in 3 months					
Digital Assets Creation 3 blog articles with stock images per month - Minimum of 3 photos, up to 6 photos - Blog article: Update to 500 - 1000 words		per unit	9.00		
Digital Marketing Campaign 2 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		per month	3.00		
KPI: Target Engagement Rate: 10%-30%					

Digital Assets Creation Graphic Design x 12 Copywriting x 12 Review and recommendation Monthly Performance Report with observation & recommendation Final Report Development and integration of leads management processes with existing business processes (Not Applicable)		per unit	12.00		
		per month	3.00		
		per set up	1.00		
		per set up	0.00		
4) Training Handover Checklist Documentation		per set up	1.00		
5) Others Not Applicable					
Total				\$ 10,800.00	\$ 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