

ANNEX 3

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

Package 1 - 1 of 4

Scope Of Work - 4 months SEM campaign - Number Of Campaigns: Up To 3 - Ad Copywriting and Optimization - Keyword Optimization - Building Of Negative Keyword List - Ad Devices & Scheduling Optimization - Demographic & Location Targeting - A/B Testing - Quality Score Optimization - Conversion Tracking - Optimization/Creation Of Landing Page(s) - Monthly Keywords & Ads Optimization - Does not include advertising costs KPI ROAS: 200% (Depend On Niche & Industry) Leads: 15% increase (Depend On Niche, Industry & Ad Spend) Campaign Support: Dedicated Digital Strategist Contactable Via WhatsApp, Mobile Number, Email Digital Assets Creation (SEO) - Optimization Of Content, Meta Title & Meta Description, Header Tags, Images (At least 5, Up To 10 Pages) Digital Assets Creation (SEO) - Creation Of Business Citation (At Least 20, Up To 30) Digital Assets Creation (SEO) - 9 GBP Post With Optimized Images Digital Assets Creation (SEM) - Dedicated Landing Page(s) With Optimized Content (At Least 1, Up To 2) Review and recommendation - Monthly SEO & SEM Performance Report With Observation & Recommendation Review and recommendation - Final Report (End Of Campaign) 4) Training Handover 5) Others Not Applicable						
		per month	4.00			
		per setup	1.00			
		per setup	1.00			
		per setup	1.00			
		per setup	1.00			
		per setup	1.00			
		per month	1.00			
		per report	1.00			
		per report	1.00			
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