

Company	PAPERCUTCOLLECTIVE PRIVATE LTD.
Digital Solution Name & Version Number¹	DM Papercutcollective Digital Marketing Packages - SEO + 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 Initial Consultation & Business Discovery Digital Presence Audit Business Needs Identification Digital Assets Evaluation Recommendations & Strategy Development		Per Report	1.00		
Digital Marketing Strategy Development Strategy Formulation KPIs Marketing Channels Formulation Execution & Implementation Performance Tracking & Scaling Client Engagement Framework Conflict Management Framework:		Per Report	1.00		
Digital Marketing Campaigns Search Engine Optimisation (SEO) - 3 months SEO campaign with unlimited long-tail keywords ranking potential - SEO Audit - Google My Business setup - Technical SEO (recommendations only) - On-Page SEO (max of 8 pages per month) - Monthly Reporting					
On-Page Implementation (either implement by Papercut's or Client's IT team) - Meta Data Optimisation - Images Optimisation - Content Optimisation - Google Search Console Installation - Sitemap.xml		Per Month	3.00		
High Domain Authority Backlinks (industry contextual link)					
KPI: Target 10% of 10 Keywords to rank on page 1 of Google within 6 months					

<p>Search Engine Marketing (SEM)</p> <p>Account Setup:</p> <ul style="list-style-type: none"> - Creation and setup of Google Ads account. - Integration of Google Tag Manager, Google Analytics, and Search Console (if applicable) - Setup of conversion tracking <p>Google Search Ads Campaign:</p> <ul style="list-style-type: none"> - Selection of one core campaign objective (Brand Awareness / Website Traffic / Lead Generation / Sales Conversion) - Split A/B Testing for ad headlines and descriptions - Campaign structure setup: campaign, ad groups, ad copywriting - Audience targeting (custom segments, interest-based, retargeting) - Geo-location targeting for Singapore and surrounding regions - Budget Optimisation and performance analysis. - Keywords Optimisation - Negative keyword filtering and campaign adjustments - Integration of Display Ads and Performance Max campaigns <p>Target ROAS: 200% to 500% or Target Leads: 10 to 50 (Client target ROAS & KPI to be calculated during campaign kickoff, varies across industries)</p> <p>Digital Assets Creation</p> <p>Search Engine Optimisation (SEO) Assets:</p> <ul style="list-style-type: none"> - 6 SEO Blog Posts (up to 2400 words) - (20 Focused Keywords) <p>Search Engine Marketing (SEM) Assets:</p> <ul style="list-style-type: none"> - 1 x Campaign Landing Page (CLP) Design & Creation - (Word count: Up to 900 words) <p>Review and Recommendation</p> <p>SEO Monthly Performance Report</p> <p>SEM Monthly Performance Report</p> <p>Website Data Analytics Report</p> <p>Campaign Metrics & Report</p> <p>Observations & Recommendations</p> <p>Review and Recommendation: Final Report</p> <p>Development and integration of leads management processes with existing business processes</p>		Per Month	3.00		
		Per Setup	1.00		
		Per Month	3.00		
		Per Setup	1.00		
		Per Setup	1.00		
4) Training					
Training Session for Client (Up to 2 hours)					
Handover Checklist					
Ad management maintenance training					
Ad management troubleshoot training					
Social media Management maintenance training					
5) Others					
Not Applicable					
Total				\$ 10,570.00	\$ 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