

Company	AII DEVELOP PTE LTD
Digital Solution Name & Version Number¹	DM AII DEVELOP Digital Marketing Packages - Package 1 – SEM + SMA (3 months)
Appointment Period	19 January 2023 to 18 January 2024
Extended Appointment Period²	19 January 2024 to 18 January 2025

wef. 25 May 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software N/A		Per Report	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis: Campaign 1: Search Engine Marketing (Google Search Ads) • Company Initial Audit • SWOT Analysis • Competitor Analysis • Current Keyword Ranking Assessment • Landing Page Assessment Digital Marketing Needs Analysis: Campaign 2: Social Media Advertising (Facebook/Instagram) • Company Initial Audit • SWOT Analysis • Social Media Assessment • Competitor Analysis • Landing Page Assessment Digital Marketing Strategy Development: Campaign 1: Search Engine Marketing (Google Search Ads) • Identify Marketing Objectives and Goals • Keyword Research and Budget Bidding Strategy • Work Process Plan Digital Marketing Strategy Development: Campaign 2: Social Media Advertising (Facebook/Instagram) • Identify Marketing Objectives and Goals • Target Audience and Persona • Work Process Plan		Per Report	1.00		
		Per Report	1.00		
		Per Report	1.00		
		Per Report	1.00		

<p>Digital Marketing Campaigns: Campaign 1: Search Engine Marketing (Google Search Ads)</p> <ul style="list-style-type: none"> • 3 months SEM campaign • Google Ads Account Set Up • Integration of Google Tracking & Analytics Tools • Conversion Tracking Integration • Campaign Structuring Proposal • Recommendation on Landing Page Optimization • Ad Copywriting Proposal • Campaign Budget Allocation • Regular Optimization of Ad Campaigns - Search Terms Analysis - Quality Score Optimizations - Bid Adjustments <p>KPI/ROAS:</p> <ul style="list-style-type: none"> • KPI: 2% - 5% Click-through-rate • ROAS: 150%-300 % (This will be discussed during the strategy planning session as the number ranges based on product, website and offering) <p>Digital Marketing Campaigns: Campaign 2: Social Media Advertising (Facebook/Instagram)</p> <ul style="list-style-type: none"> • 3 months SMA campaign • Channel: Facebook/Instagram • Ad Account Set Up • Integration of Google Tracking & Analytics Tools • Conversion Tracking Integration • Campaign Structuring Proposal • Recommendation on Landing Page Optimization • Ad Copywriting Proposal • Campaign Budget Allocation • Regular Optimization of Ad Campaigns • A/B Testing • Creative Optimisation • Demographic Targeting Optimisation • Placement Optimization • Bid Adjustments <p>KPI/ROAS:</p> <ul style="list-style-type: none"> • KPI: 1% - 3% Click-through-rate • ROAS: 150%-300 % (This will be discussed during the strategy planning session as the number ranges based on product, website and offering) <p>Digital Assets Creation: Campaign 1: Search Engine Marketing (Google Search Ads)</p> <ul style="list-style-type: none"> - Responsive Search Ad Headline & Description <p>Digital Assets Creation: Campaign 2: Social Media Advertising (Facebook/Instagram)</p> <ul style="list-style-type: none"> - 1 x Static Design - 1 x Animated Design *Up to 2 Rounds of Changes / Artwork <p>Review and recommendation: Campaign 1: Search Engine Marketing (Google Search Ads)</p> <ul style="list-style-type: none"> • Post Campaign Meeting • Monthly Performance Report with recommendations <p>Review and recommendation: Campaign 2: Social Media Advertising (Facebook/Instagram)</p> <ul style="list-style-type: none"> • Post Campaign Meeting • Monthly Performance Report with recommendations 	Per Month	3.00				
	Per Month	3.00				
	Per Month	3.00				
	Per Month	3.00				
	Per Month	3.00				
	Per Report	3.00				
4) Training						

Campaign 1: Search Engine Marketing (Google Search Ads) • Handover Checklist Documentation Campaign 2: Social Media Advertising (Facebook/Instagram) • Handover Checklist Documentation	Per Report	1.00		
	Per Report	1.00		
5) Others Not Applicable				
Total			\$ 6,360.00	\$ 6,360.00

¹ A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

² As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period")

* Qualifying cost refers to the supportable cost to be co-funded under the grant