

Company	AII DEVELOP PTE LTD
Digital Solution Name & Version Number¹	DM AII DEVELOP Digital Marketing Packages - Package 4 – SEO (6 months) + Social Media Content Marketing (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 Optimisation (SEO) • Company Initial Audit • Competitor Analysis • Current Keyword Ranking Assessment		Per Report	1.00		
Digital Marketing Needs Analysis: Campaign 2: Social Media Content Marketing • Social Media Profile and Content Audit • Competitor Analysis		Per Report	1.00		
Digital Marketing Strategy Development: Campaign 1: Search Engine Optimisation (SEO) • Keyword Research & Analysis • Work Process Plan		Per Report	1.00		
Digital Marketing Strategy Development: Campaign 2: Social Media Content Marketing • Identify Marketing Objectives and Goals • Identify Followers' Profiles		Per Report	1.00		
Digital Marketing Campaigns: Campaign 1: Search Engine Optimisation (SEO) • 6 months SEO campaign for 15 Keywords, up to 3 Services/Products/Themes (Google Singapore) • Keyword Mapping • Technical SEO Analysis, Audit & Recommendations • Website Content Enhancement • Website Structure Improvement • Internal Link Structuring & Optimization • Image & Hyperlink Optimization • Robots.txt and XML Sitemap Optimisation • Integration of Google Tracking & Analytics Tools • Blogs Creation and Submission • Articles Creation and Submission • Bookmark and Search Engine Submission • Local Directory / Classifieds Submission • Infographics Creation and Submission		Per Month	6.00		
KPI/ROAS: • 10% of Keywords to Rank on Page 1 of Google Singapore					

<p>Digital Marketing Campaigns: Campaign 2: Social Media Content Marketing • 3 months of Social Media Content Creation • Up to 8 Postings per month • Post Scheduling across all social media platforms</p> <p>KPI/ROAS: • 10% Growth Rate on Facebook & Instagram Organic Page Reach • Leads: 10% increase in 3 months</p> <p>Digital Assets Creation: Campaign 1: Search Engine Optimisation (SEO) • 4 Articles/blogs per month (\$200/article) * Up to 2 Rounds of Changes</p> <p>Digital Assets Creation: Campaign 1: Search Engine Optimisation (SEO) • 1 Infographic Every Two Months (\$200/infographic) * Up to 2 Rounds of Changes / Artwork</p> <p>Digital Assets Creation: Campaign 2: Social Media Content Marketing • 7 x Static Design + Caption (\$120/static design) * Up to 2 Rounds of Changes / Artwork</p> <p>Digital Assets Creation: Campaign 2: Social Media Content Marketing • 1 x Animated Design + Caption (\$300/animated post) * Up to 2 Rounds of Changes / Artwork</p> <p>Review and recommendation: Campaign 1: Search Engine Optimisation (SEO) • Keyword Ranking Report + Live Tracking (3rd Party Tool) • Google Search Console Report • Google Analytics Report</p> <p>Review and recommendation: Campaign 2: Social Media Content Marketing • Monthly Social Media Content Calendar</p>		Per Month	3.00		
		Per Month	6.00		
		Per Month	3.00		
		Per Month	3.00		
		Per Month	3.00		
		Per Month	6.00		
		Per Month	3.00		
4) Training					
<p>Campaign 1: Search Engine Optimisation (SEO) • Handover Checklist Documentation</p> <p>Campaign 2: Social Media Content Marketing • Handover Checklist Documentation</p>		Per Report	1.00		
		Per Report	1.00		
5) Others					
Not Applicable					
Total				\$ 11,620.00	\$ 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

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