

Company	APEC SOLUTIONS PTE. LTD.
Digital Solution Name & Version Number¹	DM APEC Solutions Digital Marketing Packages - Package 1 - SEM & SEO (3 Months)
Appointment Period	02 June 2022 to 01 June 2023
Extended Appointment Period²	02 June 2023 to 01 June 2024

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	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis In-depth analysis on Company USP, Brand & Budget - Inclusive of current website data analysis - Organic search traffic data & keywords rankings - Paid search traffic data & keywords rankings - Backlinks analysis		Per Report	1.00		
3 Months Search Engine Marketing (SEM) - Digital Marketing Campaign & Objective Strategy - Target Audience Demographics Strategy - Proposed Keywords Strategy - Proposed KPI/ ROAS - Client Engagement Plan (Development Timeline)		Per Report	1.00		
3 Months Search Engine Optimisation (SEO) - Digital Marketing Campaign & Objective Strategy - Target Audience Demographics Strategy - Proposed Keywords Strategy - Client Engagement Plan (Development Timeline)					
Digital Marketing Campaign "Search Engine Marketing (SEM) - Accounts Setup: - Google Ads account - Setup of conversion tracking - Google Analytics account - Event tracking and goals creation - Creation and integration of Google Tag Manager - Google Search Console installation - SEM Campaign Setup (Google Search Ads): - Creation of Campaign, Ad Groups and Ad Copy - Up to 2 Ad Copy in each Ad Group - Campaign Budget Allocation - SEM Campaign Setup (Google Display Ads): - Creation of Campaign, Ad Groups and Ads - Up to 2 Ads in each Ad Group - Campaign Budget Allocation - SEM Campaign Optimization: - Regular optimization of SEM Campaign - Negative keywords optimization - Keywords performance analysis - Campaign budget optimization"		Per Month	3.00		
AND					
"Search Engine Optimization (SEO) - SEO Keywords Research - 3 months SEO Campaign for 10 keywords (Google Singapore): - SEO Blog Articles (inclusive of stock images) - On-Page SEO Structural Implementation: - Google Analytics Installation					

<p>KPI/ROAS</p> <ul style="list-style-type: none"> -Google Display Network Campaign - 0.5% to 1.5% clickthrough rate (CTR) for Display Ads -Google Search Campaign - 2.5% to 5% clickthrough rate (CTR) for Search Ads Target Cost-Per-Lead (CPL): \$40 - \$100 -SEO - 10% of keywords to rank on page 1 within 3 months. <p>(Estimated ROAS Calculation to be provided during Project Onboarding, range of 1.5x to 3x depending on products/services and industry, actual target will be refined at the needs analysis/strategy stage)</p>	Per Report	1.00		
<p>Digital Assets Creation</p> <p>Search Engine Marketing (SEM)</p> <ul style="list-style-type: none"> - 3x Sets of Creative Artwork Design for Google Display Network (Up to 4 Recommended Sizes) 	Per Unit	3.00		
<ul style="list-style-type: none"> - 1x Informative Landing Page for SEM Including Copywriting - Up to 2 Changes / Set 	Per Unit	1.00		
<p>Search Engine Optimization (SEO)</p> <ul style="list-style-type: none"> - 12 x SEO Keywords Optimised Blog Articles 	Per Unit	12.00		
<ul style="list-style-type: none"> - 12 x Stock Image Purchase - Up to 1000 Words / Article 	Per Unit	12.00		
<p>Review & Recommendations</p> <ul style="list-style-type: none"> - SEM Paid Campaign Performance Report 	Per Report	3.00		
<ul style="list-style-type: none"> - Website Data Analytics Report 	Per Report	3.00		
<ul style="list-style-type: none"> - SEO Keyword Rankings Report 	Per Report	3.00		
<ul style="list-style-type: none"> - Campaign Review & Recommendations 	Per Report	3.00		
<ul style="list-style-type: none"> - Final Report 	Per Report	1.00		
<p>Development and integration of leads management processes with existing business processes</p> <ul style="list-style-type: none"> - 1 x Setup and Integration of Lead Management Processes 	Per Setup	1.00		
<p>4) Training</p> <ul style="list-style-type: none"> - Handover Checklist Documentation 	Per Setup	1.00		
<ul style="list-style-type: none"> - Inclusive of Leads Management Training Guide 	Per Setup	1.00		
<p>5) Others</p> <p>Not Applicable</p>				
Total			\$ 7,300.00	\$ 7,300.00

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