

Company	APEC SOLUTIONS PTE. LTD.
Digital Solution Name & Version Number¹	DM APEC Solutions Digital Marketing Packages - Package 2 - SEO & SMM & SMA (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		
Digital Marketing Strategy Development 3 Months Search Engine Optimisation (SEO) - Digital Marketing Campaign & Objective Strategy - Target Audience Demographics Strategy - Proposed Keywords Strategy - Client Engagement Plan (Development Timeline)					
"3 Months Social Media Marketing (SMM) Facebook & Instagram - Digital Marketing Campaign & Objective Strategy - Social Media Target Audience Demographics Strategy - Proposed Creative Assets - Content Plan for Social Media Marketing - Sample Mockups of Organic Social Media Postings - Client Engagement Plan (Development Timeline)"		Per Report	1.00		
3 Months Social Media Advertising (SMA) - Digital Marketing Campaign & Objective Strategy - Social Media Target Audience Demographics Strategy - Proposed Creative Asset - Proposed KPI/ ROAS - Client Engagement Plan (Development Timeline)					

<p>Digital Marketing Campaign</p> <p>Search Engine Optimization (SEO)</p> <ul style="list-style-type: none"> - 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 - Google Search Console Installation - Robots.txt and XML Sitemap Optimization - HTTPS SSL Certificate Installation - On-Page SEO Content Implementation: - Title Tag Optimization - Meta Description Optimization - Meta Keywords Optimization - URL Optimization - Image Alt Text Optimization - Onsite Linking Optimization - Off-Page SEO Implementation: - Link Building" 	Per Month	1.00		
<p>"Social Media Marketing (SMM)</p> <ul style="list-style-type: none"> - 3 months of organic social media postings (Facebook & Instagram) - 8x Organic Social Media Postings / Month - Setup/ Optimization of Facebook Business Page & Instagram Business Page - Organic Postings for 6 months - Monthly content calendar for postings schedule - Creation of digital assets (image/ GIF/ video) for organic postings - Copywriting for caption of organic postings - Scheduling and publishing of organic postings" 	Per Month	3.00		
<p>"Social Media Advertising (SMA)</p> <ul style="list-style-type: none"> - 3 Months Social Media Advertising (Facebook & Instagram) - Setting up of Facebook Business Manager & Instagram Business Page - 3 x social media Paid Ads Campaign - Includes Creation of Campaign, Ad Set & Ad Copy - Setup of Target Audience Demographics - Creative Design for Ad Artwork - Campaign Captions Copywriting 	Per Month	3.00		
<p>KPI/ROAS</p> <ul style="list-style-type: none"> - SEO - 10% of keywords to rank on page 1 within 3 months. - SMM – 20% to 80% increase in Social Media Reach - SMA - 40% to 100% increase in Social Media Reach Avg click through rate – 1% - 3% Target Cost-Per-Lead: \$30 - \$80 (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) 	Per Report	1.00		
<p>Digital Assets Creation</p> <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>Creative Design for Campaign (SMM)</p> <ul style="list-style-type: none"> - 24 x Sets of digital assets (image/ GIF/ video) for organic branding postings - Up to 2 Changes / Set 	Per Unit	24.00		
<p>Social Media Advertising (SMA)</p> <ul style="list-style-type: none"> - 3x Sets of Creative Artwork Campaign Design 	Per Unit	3.00		

- 3 Gifs/Creative Image - Up to 2 Changes / Set	Per Unit	3.00		
Review & Recommendations - SEO Keyword Rankings Report	Per Report	3.00		
- Social Media Paid Campaign Performance Report	Per Report	3.00		
- Campaign Review & Recommendations	Per Report	3.00		
- Final Report	Per Report	1.00		
Development and integration of leads management processes with existing business processes - 1 x Setup and Integration of Lead Management Processes	Per Setup	1.00		
4) Training - Handover Checklist Documentation	Per Setup	1.00		
- Inclusive of Leads Management Training Guide	Per Setup	1.00		
5) Others Not Applicable				
Total			\$ 9,630.00	\$ 9,630.00

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