

Company	APEC SOLUTIONS PTE. LTD.
Digital Solution Name & Version Number¹	DM APEC Solutions Digital Marketing Packages - Package 4- SMA & SEM (6 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 6 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)		Per Report	1.00		
6 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)					
Digital Marketing Campaign Social Media Advertising (SMA) - 6 Months Social Media Advertising (Facebook & Instagram) Setting up of Facebook Business Manager & Instagram Business Page - 6 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	6.00		

<p>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</p>	Per Month	6.00		
<p>Digital Assets Creation Social Media Advertising (SMA) - 6x Sets of Creative Artwork Campaign Design</p>	Per Unit	6.00		
<p>- 4 Gifs/Creative Image - Up to 2 Changes / Set</p>	Per Unit	4.00		
<p>Search Engine Marketing (SEM) - 6x Sets of Creative Artwork Design for Google Display Network (Up to 4 Recommended Sizes) - Up to 2 Changes / Set</p>	Per Unit	6.00		
<p>- 1x Informative Landing Page for SEM Including Copywriting</p>	Per Unit	1.00		
<p>Review & Recommendations - Social Media Paid Campaign Performance Report</p>	Per Report	6.00		
<p>Review & Recommendations - SEM Paid Campaign Performance Report</p>	Per Report	6.00		
<p>Review & Recommendations - Campaign Review & Recommendations</p>	Per Report	6.00		
<p>Review & Recommendations - Final Report</p>	Per Report	1.00		
<p>Development and integration of leads management processes with existing business processes - 1 x Setup and Integration of Lead Management Processes</p>	Per Setup	1.00		
<p>KPI/ROAS - SMA - 40% to 100% increase in Social Media Reach Avg click through rate – 1% - 3% Target Cost-Per-Lead: \$30 - \$80 - 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 (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		
4) Training				

Training - Handover Checklist Documentation		Per Setup	1.00		
Training - Inclusive of Leads Management Training Guide		Per Setup	1.00		
5) Others Not Applicable					
Total				\$ 11,440.00	\$ 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