

<b>Company</b>	APEC SOLUTIONS PTE. LTD.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM APEC Solutions Digital Marketing Packages - Package 5 - SEM & SEO (6 Months)
<b>Appointment Period</b>	02 June 2022 to 01 June 2023
<b>Extended Appointment Period<sup>2</sup></b>	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 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		
6 Months Search Engine Optimisation (SEO) - Digital Marketing Campaign & Objective Strategy - Target Audience Demographics Strategy - Proposed Keywords Strategy - Client Engagement Plan (Development Timeline)					

<p>Digital Marketing Campaign Search Engine Marketing (SEM)</p> <ul style="list-style-type: none"> <li>- Accounts Setup:</li> <li>- Google Ads account</li> <li>- Setup of conversion tracking</li> <li>- Google Analytics account</li> <li>- Event tracking and goals creation</li> <li>- Creation and integration of Google Tag Manager</li> <li>- Google Search Console installation</li> <li>- SEM Campaign Setup (Google Search Ads):</li> <li>- Creation of Campaign, Ad Groups and Ad Copy</li> <li>- Up to 2 Ad Copy in each Ad Group</li> <li>- Campaign Budget Allocation</li> <li>- SEM Campaign Setup (Google Display Ads):</li> <li>- Creation of Campaign, Ad Groups and Ads</li> <li>- Up to 2 Ads in each Ad Group</li> <li>- Campaign Budget Allocation</li> <li>- SEM Campaign Optimization:</li> <li>- Regular optimization of SEM Campaign</li> <li>- Negative keywords optimization</li> <li>- Keywords performance analysis</li> <li>- Campaign budget optimization</li> </ul> <p>AND</p> <p>Search Engine Optimization (SEO)</p> <ul style="list-style-type: none"> <li>- SEO Keywords Research</li> <li>- 6 months SEO Campaign for 20 keywords (Google Singapore):</li> <li>- SEO Blog Articles (inclusive of stock images)</li> <li>- On-Page SEO Structural Implementation:</li> <li>- Google Analytics Installation</li> </ul> <p>KPI/ROAS</p> <ul style="list-style-type: none"> <li>- Google Display Network Campaign - 0.5% to 1.5% clickthrough rate (CTR) for Display Ads</li> <li>- Google Search Campaign - 2.5% to 5% clickthrough rate (CTR) for Search Ads</li> <li>- Target Cost-Per-Lead (CPL): \$40 - \$100</li> <li>- SEO - 20% of keywords to rank on page 1 within 6 months.</li> </ul> <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 Month	6.00		
<p>Digital Assets Creation Search Engine Marketing (SEM)</p> <ul style="list-style-type: none"> <li>- 6x Sets of Creative Artwork Design for Google Display Network (Up to 4 Recommended Sizes)</li> <li>- Up to 2 Changes / Set</li> </ul>	Per Unit	6.00		
<p>Digital Assets Creation</p> <ul style="list-style-type: none"> <li>- 1x Informative Landing Page for SEM Including Copywriting</li> </ul>	Per Unit	1.00		
<p>Digital Assets Creation Search Engine Optimization (SEO)</p> <ul style="list-style-type: none"> <li>- 24 x SEO Keywords Optimized Blog Articles</li> </ul>	Per Unit	24.00		
<ul style="list-style-type: none"> <li>- 24 x Stock Image Purchase</li> <li>- Up to 1000 Words / Article</li> </ul>	Per Unit	24.00		
<p>Review &amp; Recommendations</p> <ul style="list-style-type: none"> <li>- SEM Paid Campaign Performance Report</li> </ul>	Per Report	6.00		
<p>Review &amp; Recommendations</p> <ul style="list-style-type: none"> <li>- Website Data Analytics Report</li> </ul>	Per Report	6.00		
<p>Review &amp; Recommendations</p> <ul style="list-style-type: none"> <li>- SEO Keyword Rankings Report</li> </ul>	Per Report	6.00		

Review & Recommendations - Campaign Review & Recommendations	Per Report	6.00		
Review & Recommendations - 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 Training - Handover Checklist Documentation	Per Setup	1.00		
Training - Inclusive of Leads Management Training Guide	Per Setup	1.00		
5) Others Not Applicable				
<b>Total</b>			<b>\$ 12,100.00</b>	<b>\$ 10,000.00</b>

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

<sup>2</sup> 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