

<b>Company</b>	APEC SOLUTIONS PTE. LTD.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM APEC Solutions Digital Marketing Packages - Advanced Brand Booster - SEO & SMM & SMA (3 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

wef. 24 August 2023

**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 - Organic search traffic data & keywords rankings - Backlinks analysis  Digital Marketing Strategy Development 3 Months Search Engine Optimisation (SEO) - Digital Marketing Campaign & Objective Strategy - Proposed Keywords Strategy - Client Engagement Plan (Development Timeline)  3 Months Social Media Marketing (SMM) Facebook & Instagram - Digital Marketing Campaign & Objective Strategy - Proposed Creative Assets - Content Plan for Social Media Marketing - Sample Mockups of Organic Social Media Postings - Client Engagement Plan (Development Timeline)  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)  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, Google Search Console Installation, XML Sitemap Optimization, HTTPS SSL Certificate Installation (If applicable) - On-Page SEO Content Implementation: - Title Tag Optimization, Meta Description Optimization, Meta Keywords Optimization, URL Optimization, Image Alt Text Optimization, Onsite Linking Optimization (If applicable) - Off-Page SEO Implementation: - Link Building	Per Report	1.00			
		Per Report	1.00		
		Per Month	1.00		

<p>Social Media Marketing (SMM)</p> <ul style="list-style-type: none"> <li>- 3 months of organic social media postings (Facebook &amp; Instagram)</li> <li>- Setup/ Optimization of Facebook Business Page &amp; Instagram Business Page</li> <li>- Monthly content calendar for postings schedule</li> <li>- Creation of digital assets (image/ GIF/ video) for organic postings</li> <li>- Copywriting for caption of organic postings</li> <li>- Scheduling and publishing of organic postings</li> </ul>	Per Month	3.00		
<p>Social Media Advertising (SMA)</p> <ul style="list-style-type: none"> <li>- 3 Months Social Media Advertising Campaign (Facebook &amp; Instagram)</li> <li>- Setting up of Facebook Business Manager &amp; Instagram Business Page</li> <li>- Includes Creation of Campaign, Ad Set &amp; Ad Copy</li> <li>- Setup of Target Audience Demographics</li> <li>- Creative Design for Ad Artwork</li> <li>- Campaign Captions Copywriting</li> </ul>	Per Month	3.00		
<p>KPI/ROAS SEO</p> <ul style="list-style-type: none"> <li>- 10% of keywords to rank on Google page 1 to 3, within 6 months of campaign implementation (subject to client industry)</li> </ul>				
<p>SMM</p> <ul style="list-style-type: none"> <li>- 20% to 80% increase in Social Media Reach</li> </ul>	Per Report	1.00		
<p>SMA</p> <ul style="list-style-type: none"> <li>- 40% to 100% increase in Social Media Reach</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>				
<p>Digital Assets Creation</p> <p>Search Engine Optimization (SEO)</p> <ul style="list-style-type: none"> <li>- 12 x SEO Keywords Optimised Blog Articles</li> <li>- 12 x Blog Image</li> <li>- Up to 1000 Words / Article</li> </ul>	Per Unit	12.00		
<p>Creative Design for Campaign (SMM)</p> <ul style="list-style-type: none"> <li>- 24 x Sets of digital assets (image/ GIF/ video) for organic branding postings</li> <li>- Up to 2 Changes / Set</li> </ul>	Per Unit	24.00		
<p>Social Media Advertising (SMA)</p> <ul style="list-style-type: none"> <li>- 3x Sets of Creative Artwork Campaign Design (image / GIF/ video)</li> <li>- Up to 2 Changes / Set</li> </ul>	Per Unit	3.00		
<p>Review &amp; Recommendations</p> <ul style="list-style-type: none"> <li>- Campaign Review &amp; Recommendations Report (SEO Keyword Rankings &amp; Social Media Paid Campaign Performance )</li> </ul>	Per Report	3.00		
<ul style="list-style-type: none"> <li>- Final Report</li> </ul>	Per Report	1.00		
<p>Development and integration of leads management processes with existing business processes</p> <ul style="list-style-type: none"> <li>- Compilation of leads management</li> </ul>	Per Setup	1.00		
<p>4) Training</p> <ul style="list-style-type: none"> <li>- Handover Checklist Documentation</li> </ul>	Per Setup	1.00		
<ul style="list-style-type: none"> <li>- Inclusive of Leads Management Training Guide</li> </ul>	Per Setup	1.00		
<p>5) Others</p> <p>Not Applicable</p>				

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<b>Total</b>	<b>\$</b>	<b>9,630.00</b>	<b>\$</b>	<b>9,630.00</b>
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<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