

Company	APEC SOLUTIONS PTE. LTD.
Digital Solution Name & Version Number¹	DM APEC Solutions Digital Marketing Packages - Advanced Lead Generation - SMM & SEM (3 Months)
Appointment Period	02 June 2022 to 01 June 2023
Extended Appointment Period²	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 - Paid search traffic data & keywords rankings		Per Report	1.00		
Digital Marketing Strategy Development 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)		Per Report	1.00		
3 Months Search Engine Marketing (SEM) - Digital Marketing Campaign & Objective Strategy - Proposed KPI/ ROAS - Client Engagement Plan (Development Timeline)					
Digital Marketing Campaign Social Media Marketing (SMM) - 3 months of organic social media postings (Facebook & Instagram) - Setup/ Optimization of Facebook Business Page & Instagram Business Page - 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		
Search Engine Marketing (SEM) - Accounts Setup: - Google Ads account, Setup of conversion tracking, Google Analytics account, Creation and integration of Google Tag Manager, Google Search Console installation (If applicable) - SEM Campaign Setup (Google Search Ads): Choice of 1 campaign objectives (Brand Awareness / Traffic / Lead Generation / Sales Conversion) - Creation of Campaign, Ad Groups and Ad Copy, Campaign Budget Allocation, SEM Campaign Optimization, Negative keywords optimization, Keywords performance analysis, Campaign budget optimization - SEM Campaign Setup (Google Display Ads): - Creation of Campaign, Ad Groups and Ads, Campaign Budget Allocation		Per Month	3.00		

Digital Assets Creation Creative Design for Campaign (SMM) - 24 x Sets of digital assets (image/ GIF/ video) for organic branding postings - Up to 2 Changes / Set	Per Unit	24.00		
SEM Campaign (Google Display Ads) - 3 x Sets of Creative Artwork Design for Google Display Ads (Up to 4 Recommended Sizes)	Per Unit	3.00		
Digital Assets Creation - 1x Informative Landing Page for SEM, inclusive of copywriting and stock images - Up to 2 Changes / Set	Per Unit	1.00		
Review & Recommendations - Campaign Review & Recommendations Report (SEM & Social Media Campaign Performance)	Per Report	3.00		
- Final Report	Per Report	1.00		
Development and integration of leads management processes with existing business processes - Compilation of lead management	Per Setup	1.00		
KPI/ ROAS SMM - 20% to 80% increase in Social Media Reach				
Google Display Ads Campaign - above 0.3% clickthrough rate (CTR) for Display Ads				
Google Search Campaign - above 2.5% clickthrough rate (CTR) for Search Ads	Per Report	1.00		
(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)				
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		\$ 10,960.00	\$ 10,960.00

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