

Company	Best Marketing Agency Pte Ltd f.k.a Best SEO Marketing Pte Ltd
Digital Solution Name & Version Number¹	DM Best Marketing Digital Marketing Packages Version 1 - Package 2 - SEM/SMA - 3 MONTHS
Appointment Period	06 October 2022 to 05 October 2023
Extended Appointment Period²	06 October 2023 to 05 October 2024

wef. 13 April 2023

Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software					
NOT APPLICABLE		NOT APPLICABLE	1.00		
2) Hardware					
Not Applicable					
3) Professional Services					
Digital Marketing Needs Analysis					
Competitor Facebook Ads/Google Ads Analysis		per setup	1.00		
Competitor Offer Analysis					
Digital Marketing Strategy Development					
Proposed Solution		per setup	1.00		
Crafting Of An Irresistible Offer					
Audience Targeting Split Testing					
Digital Marketing Campaigns (Search Engine Marketing One-Time Setup):					
Linking To Google Ads Account		per setup	1.00		
Linking To Google Analytics					
Conversion Tracking Set Up					
Digital Assets Creation: GDN Ad Creative (if applicable) - Up to 1 set of minimum 3 recommended sizes per month		per quarter	1.00		
Digital Marketing Campaigns (SEM Scope of Work):					
- Creation Of Multiple Ad Groups Of Up To 50 Keywords					
Select any 2 campaign type - Search / Display / Video / Shopping / App					
- Google Ads Optimisation (if applicable) - Ad Copywriting Optimisation / Keywords Optimisation					
- For Search Ads Copywriting - (Headlines and Descriptions)		per month	3.00		
- Ad Devices And Scheduling Optimisation					
- Building Of Negative Keywords List					
- Split Testing Of Headlines and Descriptions to optimize for higher CTR					
- Setting Up Of All Relevant Ad Extensions (If Applicable)					
- Conversion Tracking Setup					
- KPI Of 200% ROAS (Differs from industry to industry)					
Digital Assets Creation: SEM Ad Copywriting (Includes writing of Responsive Search Ad Headlines & Descriptions, if necessary)		per quarter	1.00		

<p>Digital Marketing Campaigns (Social Media Advertising One-Time Setup): Select any 1 campaign objective - Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions / Catalogue Sales / App Installs - Split Testing Of Interests/Behaviours Targeting - Split Testing Of Demographics Targeting Of Up To 5 Ad Sets - Split Testing Of Placement On Ads - Conversion Tracking Setup - Setting Up Of Retargeting Ads (Retarget those who have interacted with the page, visited the site and left their email) - KPI Of 200% ROAS (Differs from industry to industry)</p>	per setup	1.00		
<p>Digital Marketing Campaigns (SMA One-Time Setup): - Creation of Social Media page (If applicable) - Linking of Social Media Ad Account to Social Media Page - Planning & Developing Of Campaign Timeline (Optional) Creation Of Landing Page(s) - 2 step funnel (Either High Value Content Offer + Offer Page For Lead Generation Businesses, Or Single Long Form Landing Page For ECommerce Businesses) (Optional) Graphic Design Of High Value Content Offer In PDF Format - Creation & Installation Of Facebook Pixel (if applicable)</p>	per setup	1.00		
<p>Digital Assets Creation: SMA Ad Copywriting SMA Ad Creative - Writing And Split Testing Of Up To 5 Different Ad Creatives In Total - Writing And Split Testing Of Up to 5 Different Headlines In Total - Writing And Split Testing Of Up To 2 Different Body Copies</p>	per quarter	1.00		
<p>Digital Marketing Campaign (SEM+SMA) (Optional) Creation Of Landing Page(s) - 2 step funnel (Either High Value Content Offer + Offer Page For Lead Generation Businesses, Or Single Long Form Landing Page For ECommerce Businesses) (Optional) Graphic Design Of High Value Content Offer In PDF Format</p>	per quarter	1.00		
<p>Digital Marketing Campaigns (Additional): Dedicated Account Manager (SEM & SMA) Service Support (Email, WhatsApp, Dedicated Phone Number)</p>	per quarter	1.00		
<p>Review and recommendation: Monthly Performance Report with observation & recommendation</p>	per month	3.00		
<p>Review and recommendation: Final Report - Tweaking of offer - Tweaking of creatives - Reporting of ROAS</p>	per setup	1.00		
<p>Development and integration of leads management processes with existing business processes - We can integrate to client's existing CRM with their Zapier account (Usage of Best SEO's CRM will be billed separately at \$200/mth)</p>	per setup	1.00		
<p>4) Training Training Handover documents or reports</p>	per setup	1.00		
<p>5) Others Not Applicable</p>				

