

Company	BEST SEO MARKETING PTE LTD
Digital Solution Name & Version Number¹	DM Best SEO 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

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 Competitor Offer Analysis		per setup	1.00		
Digital Marketing Strategy Development Proposed Solution Crafting Of An Irresistible Offer Audience Targeting Split Testing		per setup	1.00		
Digital Marketing Campaigns (Search Engine Marketing One-Time Setup): Linking To Google Ads Account Linking To Google Analytics Conversion Tracking Set Up		per setup	1.00		
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) - 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)		per month	3.00		
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>				
Total			\$ 11,000.00	\$ 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