

Company	3D BRAND AGENCY PTE LTD
Digital Solution Name & Version Number¹	DM 3D Digital Booster - Package 2: SEO / SEM (3 Months)
Appointment Period	10 March 2022 to 09 March 2023
Extended Appointment Period²	10 March 2023 to 09 March 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software NA		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services SEO Analysis - Conduct Keyword Research (Up to 20 Keywords) - Conduct Web Analysis to check broken links, indexing issues, duplicate contents, and website backlink health - Conduct Competitor SEO Analysis for up to 5 competitors		Per Report	3.00		
Digital Marketing Strategy Development - Develop a Digital Marketing Strategy including execution plans and achievable milestones, over the next 3 months.		Per Report	1.00		
Google Search Campaign - Identify 20 potential keywords with Google Keyword Planner - Create 1 Search Ad campaign for 20 potential keywords - Create 4 Search Ad groups - Create 20 Ad copies for each Search Ad group including Title, and Description - Create Extension Call-to-Actions including Call Now, Contact Us, Find Us, and Shop Now		Per Manday	5.00		
Google Display Network Campaign - Create 1 Display Ad campaign for 20 potential keywords - Create 4 Display Ad groups - Create 20 Ad copies for each Display Ad group including Title and Description					
Digital Assets Creation - Create 3 Call-to-Action videos (5-seconds) - Create 5 Image Banners for Google Display Network		Per Unit	4.00		
Review and recommendation - Access to Real-time Marketing Analytics tool (3-months) - Monthly Reporting - Final Report		Per Report	3.00		

<p>Optimization</p> <ul style="list-style-type: none"> - Identify 20 SEO long-tail keywords - Create 5 Blog Pages on WordPress, with up to 500 words (On-page SEO) - Connect 10 Backlinks to the blog page (Link Building) - Setup Google Shopping for up to 20 products - Setup website on Google Search Console - Setup website on Google Analytics - Setup Google My Business Account <p>KPI / ROAS</p> <ul style="list-style-type: none"> - Google Search Campaign: 3-5% Click-through Rate - Google Display Network Campaign: 1%-3% Click-through Rate - Target Return of Ad Spend (ROAS): 200%-500% (Estimated ROAS calculation to be provided upon project onboarding) - SEO: Rank on Page 1 Guarantee for 25% of Keywords 		Per Setup	3.00		
<p>4) Training</p> <ul style="list-style-type: none"> - Training workshop (1 session) - Handover of Checklist Documentation 		Per Setup	1.00		
<p>5) Others</p> <p>Not Applicable</p>					
Total				\$ 8,000.00	\$ 8,000.00

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