

Company	Oom Pte Ltd
Digital Solution Name & Version Number¹	DM Oom Digital Performance Marketing Package - 5 SEO/Content Marketing Combo
Appointment Period	18 November 2021 to 17 November 2022
Extended Appointment Period²	18 November 2022 to 17 November 2023

wef. 15 December 2022

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable		0	1.00		
2) Hardware Not Applicable					
3) Professional Services					
Digital Marketing Needs Analysis					
-Keyword Research & Analysis		per report	1.00		
-Competitor Analysis					
Digital Marketing Strategy Development					
- Digital Market Strategy Report		per report	1.00		
Digital Marketing Campaigns					
1) Search Engine Optimisation (SEO) Campaign					
- 25 Keywords on Google Singapore					
- Website Content Enhancement for SEO					
- SEO Keywords Research and Analysis					
- Meta Data Onsite Implementation					
- Quarterly Technical Audit Review					
- Monthly Link Building Activities					
- Keywords Positioning Monitoring					
- Google Algorithms Updates Monitoring					
- 24/7 SEO Reporting Dashboard Access		per month	3.00		
- Google Analytics Tracking and Goal Conversion Setup					
- Google Search Console (GSC) Setup					
- Google My Business (GMB) Optimisation and Setup					
KPIs: (*KPIs differ based on industry.)					
- Target 10% of Keywords on Page 1 of Google within 3 Months					
Digital Marketing Campaign					
2) Content Marketing Campaign					
- Premium article writing (up to 1500 words) with content topic research and SEO keywords seedings					
- Media Distribution of Premium article to up to 100 local and international websites (eg. Yahoo Finance, AsiaOne, Yellow Pages Singapore, etc)					
- Implementation of SEO-friendly meta & page title descriptions		per month	1.00		
- Distribution/News Pickup Visibility Report					
KPIs: (*KPIs differ based on industry.)					
- 10% increase in Organic Traffic in 3 Months					
- 10% increase in Leads in 3 Months					
Digital Marketing Software (includes subscription fee for 6 months)					
- Click Fraud Detection Tool (SEM Only)					
- Website Heatmap and Behaviour Analytics Tool		per setup	1.00		
- Whatsapp for Business					

Digital Assets Creation - 6 Blog Posts (500 to 800 words count)		per set	1.00		
Review and recommendation - Monthly Ranking Report and Review		per report	6.00		
Review and recommendation - Final Report		per report	1.00		
Development and integration of leads management processes with existing business processes		per setup	1.00		
4) Training					
- Digital Assets Handover		per setup	1.00		
- Training Guide					
5) Others					
Not Applicable					
Total				\$ 10,000.00	\$ 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