

Company	Digital M Pte. Ltd.
Digital Solution Name & Version Number¹	DM Digital M Digital Marketing Packages Version 0.1 - DM Digital M Digital Marketing Package 3 - SMM + SEM (3 months)
Appointment Period	13 April 2023 to 12 April 2024
Extended Appointment Period²	13 April 2024 to 12 April 2025

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		0	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis:					
Company Analysis Competitor Analysis Digital Asset Analysis		per setup	1.00		
Digital Marketing Strategy Development					
Digital Market Strategy Report (Proposed Solution, Brand Direction/Positioning & KPI) Keyword Research & Analysis Target Audience Selection		Per Unit	1.00		
Digital Marketing Campaign 1					
SMM Scope of Work: - Platform: Facebook & Instagram / LinkedIn / Xiao Hong Shu - Set Up/Optimize of Social Media Profile - 2 - 4 post per month - Editorial Calendar - Finalised Content Visuals - Finalised Caption Copywriting - Content Publishing		per month	3.00		
Target ROAS: 10%-30%					
Digital Assets Creation					
- Graphic Design x 12 - Copywriting x 12		Per Unit	12.00		
Digital Marketing Campaign 2					
Google Ads Set Up					
- Set up comprehensive Google Advertisement - Up to 1 - 5 campaigns - Create high conversion ads title and description - Keyword research - Choose 5-10 money keywords - Create ads extensions		per setup	1.00		
Scope Of Work: Google Ads Monthly Management - Review keywords search terms, make sure google display the right keywords - Review Google recommendations and optimize google ads based on the recommendations - Quality Score Optimisation - Location Targeting - Conversion Tracking		per month	3.00		
Target ROAS: 100% - 200%					

Digital Assets Creation					
- SEM Ad Copywriting		Per Unit	3.00		
- GDN Ad Creative 1 set of minimum 3 recommended sizes (if applicable)					
Review and recommendation					
Review and recommendation: Monthly Performance Report with observation & recommendation		per month	3.00		
Final Report		per setup	1.00		
Development and integration of leads management processes with existing business processes		per setup	1.00		
4) Training					
Training		per setup	1.00		
Handover Checklist Documentation					
5) Others					
Not Applicable					
Total				\$ 8,500.00	\$ 8,500.00

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