Company	Guidesify Pte. Ltd.
Digital Solution Name & Version Number ¹	DM Guidesify Digital Marketing Packages - SEO + Email marketing [3 months]
Appointment Period	26 October 2023 to 25 October 2024
Extended Appointment Period ²	26 October 2024 to 25 October 2025

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

1) Software Not applicable to Digital Marketing Packages 2) Hardware Not applicable to Digital Marketing Packages 3) Professional Services Digital Marketing Needs Analysis - Assessment of Current State of Digital Presence Digital Marketing Strategy Development - SEO and Email Marketing Strategy - Proposed Metrics Digital Marketing Campaigns SEO Marketing Campaign Strategy - Proposed Metrics Digital Marketing Campaign Strategy - Per Report - SEO and Email Marketing Strategy - Per Report - Set up of Leads Collection Form - 3 keywords to be created RPI for SEO: 3 keywords to rank on the first 5 pages of Google search engine Email Marketing Campaign (3 months) - Creation of the senial marketing pointent - Verification of leads received - Import of cleaned leads into email marketing platform - Research and Scheduling of email campaign - Review of email Campaign and recommendations for API Estating RPI for Email Marketing: - 5% conversion rate from click throughs to online store - 200 leads generated Digital Assets Creation for SEO: - Creation of Lambar and Collecting Campaign content (copywriting and 1 image) Review and recommendation - Review and recommendation - Review and recommendation - Review of 2 digital marketing campaign content (copywriting and 1 image) Review and recommendation - Review of 2 digital marketing campaign content (copywriting and 1 image) Not applicable to Digital Marketing Packages Per Report 1.00 Per Report 1.00 Per Report 1.00 Per Report 1.00 Per Report 1.00 Per Report 1.00 Per Report 1.00 Per Report 1.00 Per Report 1.00 Per Report 1.00 Per Report 1.00 Per Report 1.00 Per Report 1.00		Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
Not applicable to Digital Marketing Packages 3) Professional Services Digital Marketing Needs Analysis - Assessment of Rusiness Needs - Assessment of Current State of Digital Presence Digital Marketing Strategy Development - SEO and Email Marketing Strategy - Proposed Metrics Digital Marketing Campaigns SEO Marketing Campaign (3 months) - Page and Domain authority scan - Set up/Integration of website to Google Analytics and Google Search Console - Set up of Leads Collection Form - 3 keywords to be created RPI for SEO: 3 keywords to rank on the first 5 pages of Google search engine Email Marketing Campaign [3 months] - Creation of 1x email marketing content - Verification of leads received - Import of cleaned leads into email marketing platform - Research and Scheduling of email campaign - Review of email Campaign and recommendations for AIB testing RPI for Email Marketing: - 5% conversion rate from click throughs to online store - 200 leads generated Digital Assets Creation Digital Assets Creation for SEO: - Creation of 1 article on Guidesify.com - Creation of 1 or for mail marketing campaign and in-post image for each content piece. Digital Assets creation for Email Marketing: - Creation of 1 article on Guidesify.com - Creation of 1 article on Guidesify.com - Creation of 1 article more content in the content piece. Digital Assets creation for Email Marketing: - Creation of 1 article more content in the content piece. Digital Assets creation for Email Marketing: - Creation of 1 article more mail marketing Creation of 1	1)			per Report	0.00		
Digital Marketing Needs Analysis	2)			per Report	0.00		
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SEO Marketing Campaign (3 months) - Page and Domain authority scan - Set up/Integration of website to Google Analytics and Google Search Console - Set up of Leads Collection Form - 3 keywords to be created KPI for SEO: 3 keywords to rank on the first 5 pages of Google search engine Email Marketing Campaign [3 months] - Creation of 1x email marketing content - Verification of leads received - Import of cleaned leads into email marketing platform - Research and Scheduling of email campaign - Review of email campaign and recommendations for A/B testing KPI for Email Marketing: - 5% conversion rate from click throughs to online store - 200 leads generated Digital Assets creation Digital Assets creation for SEO: - Creation of 1 article on Guidesify.com - Creation of cover image and in-post image for each content piece. Digital Assets creation for Email Marketing: - Creation of 1 email marketing campaign content (copywriting and 1 image) Review and recommendation - Review of 2 digital marketing campaigns w.r.t proposed metrics 4) Training Not applicable to Digital Marketing Packages 5) Others		- SEO and Email Marketing Strategy		Per Report	1.00		
Digital Assets creation for SEO: - Creation of 1 article content pieces - Guest post of 1 article on Guidesify.com - Creation of cover image and in-post image for each content piece. Digital Assets creation for Email Marketing: - Creation of 1 email marketing campaign content (copywriting and 1 image) Review and recommendation - Review of 2 digital marketing campaigns w.r.t proposed metrics 4) Training Not applicable to Digital Marketing Packages Per Package 1.00 Per Report 1.00 Per Report 1.00 Per Report 1.00		SEO Marketing Campaign [3 months] - Page and Domain authority scan - Set up/Integration of website to Google Analytics and Google Search Console - Set up of Leads Collection Form - 3 keywords to be created KPI for SEO: 3 keywords to rank on the first 5 pages of Google search engine Email Marketing Campaign [3 months] - Creation of 1x email marketing content - Verification of leads received - Import of cleaned leads into email marketing platform - Research and Scheduling of email campaign - Review of email campaign and recommendations for A/B testing KPI for Email Marketing: - 5% conversion rate from click throughs to online store			1.00		
- Review of 2 digital marketing campaigns w.r.t proposed metrics 4) Training Not applicable to Digital Marketing Packages 5) Others		Digital Assets creation for SEO: - Creation of 1 article content pieces - Guest post of 1 article on Guidesify.com - Creation of cover image and in-post image for each content piece. Digital Assets creation for Email Marketing: - Creation of 1 email marketing campaign content			1.00		
Not applicable to Digital Marketing Packages Per Report 0.00 5) Others		- Review of 2 digital marketing campaigns w.r.t		Per Report	1.00		
	4)			Per Report	0.00		
Taut applicable to Digital Ivial retiring Laurages	5)	Others Not applicable to Digital Marketing Packages		Per Report	0.00		

¹A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

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