

Company	IPRO DEZIGN PTE LTD
Digital Solution Name & Version Number¹	DM IPRO Dezign Digital Marketing Packages - Package 1 - (SEM + SMA) - [3 Months]
Appointment Period	16 June 2022 to 15 June 2023
Extended Appointment Period²	16 June 2023 to 15 June 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not Applicable					
2) Hardware Not Applicable					
3) Professional Services [Digital Marketing Needs Analysis]		Per Setup	1.00		
Objective & KPIs definition, Business Segment & Target Audience Analysis, 5C Analysis (Company, Customers, Competitors, Collaborators, Climate)		Per Setup	1.00		
4P Analysis (Product, Price, Place, Promotion), SWOT Analysis, Existing Business and Marketing Model Analysis, Existing Digital Channels & Assets Assessment		Per Setup	1.00		
[Digital Marketing Strategy Development] Search Engine Marketing / Google Adwords (SEM)		Per Setup	1.00		
Keyword Research & Analysis, Keyword Search Volume		Per Setup	1.00		
Bid Price & Competitiveness Report, Website / Landing Page Assessment Report		Per Setup	1.00		
SEM Keyword Proposal, Content Strategy & Direction, Lead Generation & Conversion Mechanism Setup, Campaign Timeline Definition, SEM Budget Planning		Per Setup	1.00		
[Digital Marketing Strategy Development] Social Media Advertising (SMA)		Per Setup	1.00		
Target Audience Persona / Demographic Definition, Creatives & Content/Captions Direction, Editorial Calendar Planning		Per Setup	1.00		
Ads Budget Planning, Lead Generation & Conversion Mechanism Setup, Campaign Timeline Definition		Per Setup	1.00		
[Digital Marketing Campaign] Search Engine Marketing / Google Adwords (SEM)		Per Month	3.00		
Google Ad Account Setup, Ad Groups Creation (Up to 5 Ad Groups & 3 Ad Copies per Ad Group)		Per Month	3.00		
Campaign Type & Ad Budget Allocation, Google Tag Manager (GTM) Creation & Integration, Event Tracking Setup with Google Analytics		Per Month	3.00		
Ad Performance Analysis, Keywords & Budget Optimisation. [Target ROAS: 150% - 500% OR 10-20 new leads per month (to be discussed during project onboarding, depending on products/ services/ offers)]		Per Month	3.00		
[Digital Marketing Campaign] Social Media Advertising (SMA)		Per Month	3.00		

Facebook & Instagram Business Page Setup, Facebook Business Manager / Ad Account Setup, Setup of Paid Ad Campaigns (Up to 6 Paid Ad Campaigns in 3 Months)	Per Month	3.00		
Configuration of Ad Objectives, Target Audience & Ad Budget Allocation, Creation of Organic Post Content (4 per Month), Creation of Paid Ad Post (2 Ad Creatives per Month)	Per Month	3.00		
Pixel Installation, Events Tracking & Re-marketing, A/B Testing [Target ROAS: 150% - 500% OR 10-20 new leads per month (to be discussed during project onboarding, depending on products/ services/ offers)]	Per Month	3.00		
[Digital Assets Creation] Search Engine Marketing / Google Adwords (SEM): One Landing Page Development for Lead Capturing, SEM Ad Copywriting (Headline + Description), Up to 10 Stock Images for Landing Page, Up to 5 Creatives Generation for Display Ads	Per Month	3.00		
[Digital Assets Creation] Social Media Advertising (SMA): 4 Organic Post per Month (Creative Design + Captions), 2 Ad Copy per Month (Creative Design + Captions), Digital Assets to be posted on both Facebook & Instagram	Per Month	3.00		
[Review and Recommendation] Search Engine Marketing / Google Adwords (SEM): Ads Campaign Report, Recommendation Report for Performance & Budget Optimisation	Per Month	3.00		
[Review and Recommendation] Social Media Advertising (SMA): Ads Campaign Report, Recommendation Report for Performance & Budget Optimisation	Per Month	3.00		
4) Training Handover of all accounts credentials, (Social media / landing page / etc..), Handover of digital assets, Handover of project checklist, Handover of training manual	Per Setup	1.00		
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