

<b>Company</b>	Impossible Marketing Services Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Digital Marketing - Google SEO   SEM   PPC   SMA   SMM   Content - Package 2 - SEO & SMA   3 Months Package (60 Keywords)
<b>Appointment Period</b>	11 April 2024 to 10 April 2025
<b>Extended Appointment Period<sup>2</sup></b>	11 April 2025 to 10 April 2026

**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		per setup	0.00		
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 setup	1.00		
Digital Marketing Campaigns (SEO One-Time Setup): SSL Security on Website (HTTPS)   Creation/Updating of XML Site Map   Creation of User Site Map   Submission of Website Indexing		per setup	1.00		
Digital Marketing Campaigns (SMA One-Time Setup): Creation/Linking to Social Media Ad Account   Set up CRM System (if applicable)   Planning & Developing Campaign Timeline   Creation & Installation of Facebook Pixel (if applicable)   Conversion Optimisation		per setup	1.00		
Digital Marketing Campaigns (SEO Services Scope of Work): Google Singapore Search Engine   Up to 60 Keywords   On-page SEO   Off-page SEO (Link Building)   Content Optimisation   Local SEO (Google My Business Optimisation)   Local SEO (Google Map Optimisation)   Technical SEO   Target KPI: Minimum 10% Keywords in Top 10 position (Page 1 of SERP)		per month	3.00		
Digital Marketing Campaigns (SMA Services Scope of Work): Facebook / Instagram / Tik Tok   Select any 1 campaign objective - Brand Awareness / Reach / Traffic / Engagement / Video Views / Lead Generation / Conversions   Campaign Optimisation (if applicable)   Budget Allocation Optimisation   Interests / Behaviours Targeting Optimisation   Demographics Targeting Optimisation   Placement Optimisation   Location Optimisation   Creative Optimisation   Ad Copywriting Optimisation   Conversion Tracking   A/B Testing   Remarketing   Target KPI: 150% to 300% ROAS (depending on industry, price point, ad spend budget and offer)		per month	3.00		
Digital Marketing Campaigns (Additional): Dedicated Account Manager   Service Support (Email, Dedicated WhatsApp Number)		per setup	1.00		
Digital Assets Creation (SEO): Blog Articles & Stock Images (4 per month)		per unit	12.00		
Digital Assets Creation (SMA): Ad Copywriting (1 per month)		per unit	3.00		

Digital Assets Creation (SMA): Ad Creative (except when Video Views objective is selected) - 3 Single Images & 1 Carousel/GIF/Slideshow per month	per unit	12.00		
Digital Assets Creation (SMA): Ad Creative (only when Video Views objective is selected) - 1 video asset editing monthly based on best practices and recommended duration (Original video asset provided by client)	per unit	3.00		
Review and recommendation: Monthly Performance Report with observation & recommendation	per report	3.00		
Review and recommendation: Final Report	per setup	1.00		
4) Training Handover	per setup	1.00		
5) Others Not Applicable				
<b>Total</b>			<b>\$ 9,999.99</b>	<b>\$ 9,999.99</b>

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

<sup>2</sup> 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