

Company	Impossible Marketing Services Pte Ltd
Digital Solution Name & Version Number¹	DM Digital Marketing - Google SEO SEM PPC SMA SMM Content - Package 3 - SEO & SMM 3 Months Package (60 Keywords)
Appointment Period	11 April 2024 to 10 April 2025
Extended Appointment Period²	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 (SMM One-Time Setup): Set up Facebook & Instagram pages (if necessary) Creation of Profile Picture & Cover Photo Generate Bio Write-up that is consistent with Brand Identity Incorporating Relevant Keywords or Hashtags to improve visibility of Social Channels		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: 150% to 300% ROAS (depending on industry, price point, products/services) and Minimum 10% Keywords in Top 10 position (Page 1 of SERP)		per month	3.00		
Digital Marketing Campaigns (SMM Services Scope of Work): Facebook / Instagram Design of 4x Organic Postings per month (same content to be posted on both Facebook and Instagram) Develop a Monthly Content Calendar Generate Creative Content Ideas that align with the Brand's Goals & Target Audience Craft Key Messages that resonate with the Brand's Identity Create a Creative Concept, Establish the Tone of Voice, and Define Styling Guidelines Write Captivating Captions that complement each post Schedule Posts for Optimal Timing & Audience Reach Target KPI: 20% to 80% Increase in Reach and/or Impressions OR 100% to 200% Increase of Total Post Engagement (depending on industry, marketing objectives, products/services)		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 (SMM): Post Copywriting (4 per month)	per unit	12.00		
Digital Assets Creation (SMM): Post Creative (4 Single Images per month)	per unit	12.00		
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				
Total			\$ 9,999.99	\$ 9,999.99

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