

Company	Impossible Marketing Services Pte Ltd
Digital Solution Name & Version Number¹	Impossible Marketing Digital Marketing Packages - Search Accelerated - 3 Months
Appointment Period	28 October 2021 to 27 October 2022
Extended Appointment Period²	28 October 2022 to 27 October 2023

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	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 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 (SEM One-Time Setup): Creation Of Multiple Ad Groups Linking To Google Ads Account Linking To Google Analytics Conversion Tracking Set Up		per setup	1.00		
Digital Marketing Campaigns (SEO 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 Minimum 10% Keywords in Top 10/Page 1 Guarantee		per month	3.00		
Digital Marketing Campaigns (SEM Scope of Work): Select any 1 campaign type - Search / Display / Video / Shopping / App Google Ads Optimisation (if applicable) - Ad Copywriting Optimisation / Keywords Optimisation / Ad Devices And Scheduling Optimisation / Demographics Targeting / Building Of Negative Keywords List / A/B Testing / Quality Score Optimisation / Location Targeting / Conversion Tracking Minimum 200% ROAS		per month	3.00		
Digital Marketing Campaigns (Additional): Dedicated Account Manager (SEO & SEM) Service Support (Email, WhatsApp, Dedicated Phone Number)		per setup	1.00		
Digital Assets Creation: SEO Blog Articles & Stock Images (Up To 4 Per Month)		per quarter	12.00		
Digital Assets Creation: SEM Ad Copywriting (Includes generation of Responsive Search Ad Headline & Description, if necessary) GDN Ad Creative (if applicable) - Up to 1 set of minimum 3 recommended sizes per month		per quarter	3.00		
Review and recommendation: Monthly Performance Report with observation & recommendation		per month	1.00		

Review and recommendation: Final Report		per setup	1.00		
Development and integration of leads management processes with existing business processes		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