

<b>Company</b>	Injob Creative Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Injob Creative Digital Marketing Packages - Package 2 - SEO + SEM [3 months]
<b>Appointment Period</b>	16 March 2023 to 15 March 2024
<b>Extended Appointment Period<sup>2</sup></b>	16 March 2024 to 15 March 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software NA		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Professional Services Digital Marketing Needs Analysis Company Analysis Competitor Analysis Evaluation of current social presence (FB/IG) Needs/Assets Analysis Product/Service Analysis Customer Analysis		Per Setup	1.00		
Digital Marketing Strategy Development Digital Marketing Strategy Report Customer Profile Brand Direction and Positioning Client Engagement Plan KPIs Campaign Objectives		Per Setup	1.00		
Digital Marketing Campaign (3 Months) Search Engine Marketing (SEM) Keywords Research and Analysis					
Campaign Setup Google Ads Setup Google Tag Manager Setup Google Analytics Integration Campaign Optimization Keywords performance Review Negative keywords Review Quality Score Optimisation Ads optimisation		Per Setup	1.00		
SEM Creatives 1 x Dedicated Landing Page Development per setup 1 x Landing Page copywriting (500 words) 3 banners for GDN 2 to 3 Ad group Creation 7 to 9 Ad Text Creation		Per Setup	1.00		
SEM monthly Performance Report Website Data Analytics Report Campaign Metrics & Report Observations & Recommendations					
SEM Performance Objectives (TARGET ROAS) Total conversion rate : 2% to 5% of total clicks for Google Ads Target Conversion rate: 1.5% to 3.5% of total clicks for GDN Target Cost-Per-Lead (CPL): Estimated \$20 - \$100 (To be calculated based on campaign objectives and industry) Estimated 10 to 20 leads per month Target ROAS 200% Campaign analysis and provide feedback to align with marketing objectives		Per Setup	3.00		

Search Engine Optimisation (SEO) 20 Keywords Duration 3 months Keyword Research & Analysis Site Audit and Review	Per Setup	1.00		
Onsite SEO Meta Data Optimisation Onsite content Optimisation	Per Setup	1.00		
Offsite SEO Directory submission Link Building	Per Setup	1.00		
Technical SEO HTML Tag Management Code Optimisation suggestions	Per Setup	1.00		
Setup Google Search Console Setup Google Analytics Tracking and Conversion Setup Google My Business Optimisation and Setup	Per Setup	1.00		
Digital Assets Creation (SEO) 1 x Google my business listing per setup 1 x Main article optimisation (1500 to 2000) words per campaign 2 x image curation per article 10 x Meta Title, Meta Desc per setup 4 to 6 blog articles (up to 1000 words)	Per Setup	1.00		
Review and Recommendation SEO Monthly Performance Report Website Data Analytics Report Keywords Ranking Report Observations & Recommendations	Per Setup	3.00		
SEO Performance Objectives (KPI) 20% of Keywords on Page 1 of Google Singapore Applicable for 3 months of Campaign Duration				
Development and Integration of leads management processes with existing business processes	Per Setup	1.00		
Final Summary Report	Per Setup	1.00		
4) Training Training and Handover	Per Setup	1.00		
5) Others Not Applicable				
	<b>Total</b>		<b>\$ 10,000.00</b>	<b>\$ 10,000.00</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