

<b>Company</b>	MediaOne Business Group Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM MediaOne SEO   SEM   SMM   SMA Digital Marketing Boost Up Version 2 - Package E SMM SEO (6 months)
<b>Appointment Period</b>	31 March 2022 to 30 March 2023
<b>Extended Appointment Period<sup>2</sup></b>	31 March 2023 to 30 March 2024

wef. 10 August 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		NA	0.00		
2) Hardware Not applicable to Digital Marketing Packages		NA	0.00		
3) Professional Services Digital Marketing Needs Analysis SOCIAL MEDIA MARKETING (SMM) - Business and Brand Analysis - Review Objectives, Target Audience, Current Digital Marketing efforts and presence - Social Media Analysis and Audit - Competitor Analysis		Per Report	1.00		
AND					
SEARCH ENGINE OPTIMISATION (SEO) - Needs Analysis - Keyword Research and Analysis - Technical Audit and Analysis - Competitor Analysis					
Digital Marketing Strategy Development SOCIAL MEDIA MARKETING (SMM) - Campaign Objectives - Campaign Messaging - Target Audience and Persona - Art Direction (Moodboard) - Art Direction (Photography) - Recommendations - Campaign Schedule		Per Report	1.00		
AND					
SEARCH ENGINE OPTIMISATION (SEO) - Digital Marketing Strategy Report					
Digital Marketing Campaigns SOCIAL MEDIA MARKETING (SMM) Social Media Consultation (1 online session, 30-minute to 1-hour) Social Media Campaign Strategy Social Media Content Calendar Development (2 months) Social Media Performance Report (2 months) 8 x Posts creations (cross-post on 2 platforms*) per month 1 x Work-In-Progress Meeting (1 online session, 30-minute to 1-hr session) *select 2 from 3 social media platforms: Facebook, Instagram, LinkedIn		Per Month	2.00		
KPIs SMM: Target increase of 20% to 90% in Brand Awareness via Social Media Reach (Estimated ROAS calculation to be provided upon Project Onboarding, range of 1.2x to 3x depending on industry, product/service, offer and ad budget)		Per Campaign	1.00		

<p>Digital Marketing Campaigns</p> <p>SEARCH ENGINE OPTIMISATION (SEO)</p> <p>DELIVERABLES:</p> <p>6 Months SEO 6 Keywords Service</p> <p>INCLUDES:</p> <p>1. Dedicated Project Coordinator</p> <p>2. Access to SEO Consultation (U.P. \$160/hour)</p> <p>3. Keywords Research, Keywords Proposal, Keywords Mapping</p> <p>4. On-Page Recommendation</p> <ul style="list-style-type: none"> <li>- Meta Data Optimisation</li> <li>- Images Optimisation</li> <li>- Content Optimisation</li> <li>- Sitemap.xml Installation</li> <li>- Robots.txt</li> <li>- Google Search Console Installation</li> </ul> <p>5. On-Page Implementation (either implement by MediaOne or Client's IT team)</p> <p>6. Website and Technical Pre-Audit</p> <ul style="list-style-type: none"> <li>- Crawl Error- Broken Links (4xx pages)</li> <li>- Page Indexing</li> <li>- Mobile Responsive</li> <li>- Desktop Speed</li> <li>- Mobile Speed</li> <li>- URL Anomalies</li> <li>- Uptime Robot (Server Downtime) Audit</li> <li>- Disavow of Backlinks (Spam links)</li> <li>- Sitemap.xml Reference</li> </ul> <p>7. High Domain Authority Backlinks/Month (industry contextual link)</p> <p>8. SEO Monthly Monitoring</p> <ul style="list-style-type: none"> <li>- 24/7 Access to our advance real-time SEO Reporting</li> <li>- SEO Monthly Report</li> </ul> <p>9. Quarterly Service Email</p> <ul style="list-style-type: none"> <li>- Campaign Review</li> <li>- Quarterly Audit and Recommendation</li> <li>- Website and Technical Audit</li> <li>- URL Parameters</li> <li>- Pages Redirection Analysis</li> <li>- Google Search Console</li> <li>- Doctype and Language Declaration</li> <li>- Duplicate Titles</li> <li>- Duplicate Descriptions</li> <li>- Missing View Port Tag</li> <li>- Duplicate Headers</li> <li>- Missing Headers</li> <li>- Missing Canonicalisation Tags</li> <li>- Low Word Count</li> <li>- Robots.txt Blocking Crawlers</li> <li>- Encoding not Declared</li> <li>- Missing Robots.txt</li> </ul> <p>KPIs</p> <p>SEO: Target 30% of Keywords to rank on page 1 of Google within 6 months</p> <p>(Estimated ROAS calculation to be provided upon Project Onboarding, range of 1.2x to 3x depending on industry, product/service, offer)</p> <p>Digital Assets Creation</p> <p>SMM: Social Media Branding and Artwork Guide</p> <p>SMM: 8 x Posts creations (cross-post on 2 platforms*) per month (1 to 2 revisions per creation)</p> <p>SMM: 10 artwork creations per month (using client's assets or 1 to 5 stock images from MediaOne library; 1 to 2 revisions per creation)</p> <p>Search Engine Optimisation Blog Article Creation (500 to 600 words each)</p>	Per Month	6.00			
	NA	1.00			
	NA	1.00			
	Per Campaign	1.00			
	Per Report	1.00			
	Per Month	2.00			
	Per Month	2.00			
	Per Article	3.00			

Review and recommendation Social Media Marketing Monthly Report and Review	Per Report	2.00		
Search Engine Optimisation Monthly Report and Review	Per Report	6.00		
Final Project Report	Per Report	1.00		
Development and integration of leads management processes with existing business processes Not applicable	NA	0.00		
4) Training Handover Checklist Documentation	Per Setup	1.00		
5) Others Not applicable to Digital Marketing Packages	NA	0.00		
<b>Total</b>			<b>\$ 7,900.00</b>	<b>\$ 7,900.00</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