

Company	Orfeostory Pte Ltd
Digital Solution Name & Version Number¹	DM Orfeostory Digital Marketing Packages Version 1 - Package 1 - 6 Months SEO (20 keywords) + 3 Months SMM + 3 Months SEM
Appointment Period	16 November 2023 to 15 November 2024
Extended Appointment Period²	16 November 2024 to 15 November 2025

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					
- Keyword Research & Analysis		Per report	1.00		
- Current Website Data Analysis					
- Competitor Analysis (5 Competitors)					
Digital Marketing Strategy Development					
- Digital Market Strategy Report		Per report	1.00		
Digital Marketing Campaigns					
Social Media Marketing (SMM) Campaign (3 Months)					
Scope of work (SMM)					
- Account Creation and Setup		Per campaign	1.00		
- Creation of Digital Assets					
SEO Campaign (6 Months)					
Scope of work (SEO)					
- Site Analysis					
- 20 Keywords					
- Guarantee 20% keywords on page 1 after 6 months					
- On-page/Technical SEO		Per campaign	1.00		
- Off-page SEO/Link Building					
- Content Optimization					
- Conversion Optimization					
- Google My Business Optimization					
- Google Search Console Setup					
- Google Analytics GA4 Setup					
- Google Analytics GA4 Events Setup					
- Google Tag Manager Setup					
SEM Campaign (3 Months)					
Scope of work (SEM) (3 Months)					
- Google Ads Setup					
- Google Analytics GA4 Setup					
- Google Analytics GA4 Events Setup					
- Google Tag Manager Setup					
- A/B Testing					
- Keyword Research & Optimization		Per campaign	1.00		
- Keyword Match Type Optimization					
- 3 Campaign Setup					
- Campaign Extension Setup (Sitelink, Callout, Structured Snippet, Call, Location, Price)					
- Keyword insertion feature					
- Countdown timer for event					
- Conversion Setup					
- Audience Manager Setup					
- Google Ads & Analytics Link up					
- Responsive Search ads setup					

Digital Assets Creation					
SEO: - SEO Content for website 2 article/month	Per month	2.00			
SEM: - Copywriting for Ads, 3 per campaign (not inclusive A/B Testing ads)	Per campaign	3.00			
SMM: - Banner, Instagram Post, Facebook Post overall 5/month	Per month	5.00			
Review and recommendation - Monthly SEO and SEM Report & Review	Per month	1.00			
Review and recommendation - Final Report					
KPI: - SEO: 20% of Keywords to Rank on Page 1 (After end of 6 months campaign) - SEM: 3%-5% CTR for Search Campaigns (Estimated 100% to 500% ROAS depending on ad spend)	Per campaign	1.00			
4) Training - Handover	Per campaign	1.00			
5) Others Not applicable to Digital Marketing Packages	NA	0.00			
Total			\$	10,000.00	\$ 10,000.00

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