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|---|---|
| <b>Company</b>  | Roots Digital Pte. Ltd.   |
| <b>Digital Solution Name &amp; Version Number<sup>1</sup></b> | DM Roots Digital Marketing Packages - Package 5 - [SEO, Facebook Ads, 2 SEO Content or 1 Landing Page] - [2 Months] |
| <b>Appointment Period</b>                                     | 23 June 2022 to 22 June 2023  |
| <b>Extended Appointment Period<sup>2</sup></b>                | 23 June 2023 to 22 June 2024  |

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

| Cost Item   | Unit Cost (\$) | Unit       | Quantity | Subtotal (\$) | Qualifying Cost* (\$) |
|---|----------------|------------|----------|---------------|-----------------------|
| 1) Software<br>Not applicable to Digital Marketing Packages   |                | per user   | 1.00     |               |                       |
| 2) Hardware<br>Not Applicable   |                |            |          |               |                       |
| 3) Professional Services<br>Digital Marketing Needs Analysis<br>- Keyword Research & Analysis<br>- Competitor Analysis<br>- Technical SEO audit<br>- Google Search Console audit<br>- Google Analytics audit  |                | per report | 1.00     |               |                       |
| Digital Marketing Strategy Development<br>- Digital Market Strategy Report  |                | per report | 1.00     |               |                       |
| SEO Campaign<br><br>Scope of work<br>- Up to 30 keywords (Keywords will be determined based on the product/services business offered)<br>- Page Title Optimisation<br>- Meta Description Optimisation<br>- Header Tag Optimisation<br>- Robots.txt Optimisation<br>- XML Sitemap Optimisation<br>- Redirection Optimisation<br>- Custom 404 Page Creation |                | per month  | 2.00     |               |                       |
| Duration<br>2 Months  |                |            |          |               |                       |
| Search Engine<br>- Google Singapore (Desktop & Mobile)  |                |            |          |               |                       |
| Minimum 10% Keywords in Top 10/Page 1 Guarantee   |                |            |          |               |                       |
| Ad Campaign Management<br><br>Channel: Facebook/Instagram Advertising<br><br>Scope of work<br>Campaign Optimisation:<br>• Ad performance monitoring<br>• Targeting performance monitoring   |                | per month  | 2.00     |               |                       |
| Minimum ROAS of 1.5X (for ecommerce campaign) or<br>Minimum conversion rate of 2% (for lead gen campaign)   |                |            |          |               |                       |
| Ad Campaign Setup<br><br>Scope of work<br>- Account creation and setup<br>- Campaign structure development<br>- Ad targeting strategy<br>- Ad copywriting<br>- Conversion tracking setup  |                | per setup  | 1.00     |               |                       |

|  |  |            |      |              |              |
|--|--|------------|------|--------------|--------------|
| Digital Assets Creation<br>- 2 long form blog post (Up to 3,000 word per post)   |  | per post   | 2.00 |              |              |
| Digital Assets Creation<br>- 1X landing page OR 1X evergreen ad (choose one)   |  | per design | 1.00 |              |              |
| Review and recommendation<br>- Live reporting dashboard (Customisable to results businesses care for)<br>- Final report and review |  | per report | 1.00 |              |              |
| 4) Training<br>Not Applicable  |  |            |      |              |              |
| 5) Others<br>Not Applicable  |  |            |      |              |              |
| <b>Total</b>   |  |            |      | \$ 10,000.00 | \$ 10,000.00 |

<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