

Company	Verz Design Pte Ltd
Digital Solution Name & Version Number¹	DM Verz Design Digital Marketing Package - Package 2 - Beta - SEO & SMA (6 months)
Appointment Period	06 October 2022 to 05 October 2023
Extended Appointment Period²	06 October 2023 to 05 October 2024

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 Unit	1.00		
2) Hardware Not Applicable					
3) Professional Services A. Digital Marketing Needs Analysis 6 Months Search Engine Optimisation 1) Current Keywords Ranking Analysis 2) Current Website Optimisation Analysis 3) Competitor Ranking Analysis" And 6 Months Social Media Advertising 1) Market Research & Analysis 2) Understanding Brand Essence through Mission Statement and Corporate Values 2) Perform Target Audience Analysis and Market Industry Research 3) Review Current Brand Communications/ Messaging & Strategy		per Unit	1.00		
B. Digital Marketing Strategy Development 6 Months Search Engine Optimisation 1) Competitor analysis 2) Keyword Research & Analysis 3) Proposed Keywords Ranking Strategy 4) On Page Recommendation And 6 Months Social Media Advertising 1) Digital Marketing Objectives 2) Target Audience Identification & Retargeting 3) Budget Allocation & Optimisation 4) Creative Caption and Design Mock-up for Ads postings 5) Campaign Optimisation		per Unit	1.00		
C. Digital Marketing Campaigns 6 Months Search Engine Optimisation 6 months SEO campaign for 20 Keywords on Google Singapore 1) On Page SEO audit & implementation 2) Website Content Enhancement & Meta Data Onsite Implementation 3) SEO keywords Research and analysis 4) Monthly Link Building Activities & Off Page SEO Optimization 5) Keywords Positioning monthly monitoring 6) 6-month Website on-Page Audit & Review		per Unit	1.00		
Software Google Analytics Tracking Google Search Console (GSC) Setup Google My Business (GMB) Optimisation and Setup					

6 Months Social Media Advertising					
1) Account Setup - Ad Account Setup (FB/IG or LinkedIn) - Setup of Business Manager/Campaign Manager Platform (FB/IG or LinkedIn)					
2) Ad Campaign Setup: - Consultation with campaign specialist prior to launch campaign - Creation of up to 4 Ad Campaigns based on 1 Main Target Audience with retargeting - 1 Ad Copy Designs & Copywriting / Ad Campaign - Campaign Budget Allocation	per Unit	1.00			
3) Dedicated Campaign Specialist to: - Recommend Best Practices to reach business objectives - Implement Recommended Marketing Strategies - Manage Campaign and Ad - Monitor your Campaigns Closely - Communicate Effectively with you on Key Learnings & Next Steps					
4) Monthly Reporting & Optimization					
D. KPI/ROAS "1) SEO: Minimum 30% Keywords in Top 10/Page 1 Guarantee 2) SMA: Expedited Increase in Social Media Reach: 30% to 80%, ROAS >200% (depending on industry benchmark upon onboarding"	per Unit	1.00			
E. Digital Assets Creation "Search Engine Optimisation - Copyediting of One SEO Blog article per month containing 500 words per article with images"	per Unit	6.00			
"Social Media Advertising - Creation of up to 4 Ad Design (x3 Static Artwork Design & up to x1 GIF OR x1 Animated Video) '- up to 2 revisions - Product visual provided by client"	per Unit	1.00			
F. Review and recommendation "Search Engine Optimisation Monthly Campaign Report: - SEO Monthly Review report for 20 Keywords - Website Traffic Data Analytics Report - Recommendations Report"					
and	per Unit	6.00			
"Social Media Advertising: Monthly Campaign Report: - Social Media Audit and Ad Performance Analysis - SMA Monthly Paid Campaign Report - SMA Recommendations Report"					
G. Final Report	per Unit	1.00			
H. Development and integration of leads management processes with existing business processes	per Unit	1.00			
4) Training Handover Checklist Documentation	per Unit	1.00			
5) Others Not Applicable					
	Total		\$	9,000.00	\$ 9,000.00

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