

Company	W360 Group Pte Ltd
Digital Solution Name & Version Number¹	DM W360 Digital Power Pack Version 1.0 - Package 4 - SEO & SEM (3 Months)
Appointment Period	18 August 2022 to 17 August 2023
Extended Appointment Period²	18 August 2023 to 17 August 2024

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 NA		NA	1.00		
3) Professional Services Digital Marketing Needs Analysis: - Market Trends - Company Analysis - Current Marketing Analysis - Digital & Offline Marketing Assets Audit		Per Report	1.00		
Digital Marketing Strategy Development & Report: - Marketing Objectives & Goals - Campaign KPIs - Focused Products/ Service - Target Audience		Per Report	1.00		
Digital Marketing Campaign: Google Ad Campaign: - KPIs*: Minimum 150% ROAS * KPIs are different across industry and country and client must track pipeline, sales and revenue generated from the campaign to calculate ROAS. Conversion include online form enquiries, email clicks, phone clicks and whatsapp clicks. - Google Ad Account Setup (If Required). - Linking Of Google Ad Account To Google Analytics (If Required) - Tracking Setup/ Optimization (If Required) - Google Search Campaign Setup: - Search Campaign structure development - Attribution set up - Keywords research & recommendation - Google Display/ Remarketing Campaign Setup - Campaign targeting strategy and setup - Google Ad Campaign Monitoring & Optimization - Budget allocation optimization - Campaign restructuring - Keyword optimization (keyword match type, expansion of keywords, addition of negative keywords) - Targeting optimization (Placement, location, demographic, interest, behavior, etc) for Google Display - Ad copies optimization - Landing page optimization - Bidding strategy optimization		Per Month	3.00		

<p>Digital Marketing Campaign: Search Engine Optimization: KPI: - Minimum 150% ROAS* - Improved Organic Ranking For At Least 25% Of Focused SEO Keywords + At Least 10% Of SEO Keywords On Page 1 Of Google Organic Search Engine Result Page + Minimum 10% Increase in Organic Traffic/ Leads * KPIs are different across industry and country and client must track pipeline, sales and revenue generated from the campaign to calculate ROAS. Conversion include online form enquiries, email clicks, phone clicks and whatsapp clicks.</p> <p>- SEO For Up To 5 Web Pages (Up to 20 Keywords) - Google Search Console Setup - Google Analytics Setup/ Optimization and Tracking Implementation (if required) - Google My Business Listing Setup & Optimization - Keywords Research & Analysis - Content Gap Analysis & Strategy - Website Technical Audit & Optimization - On-page Optimization, Including But Not Limited To Meta Implementation & Optimization - Quarterly Website Content Audit & Optimization - Link Building & Off-Page Optimization - Google Organic Algorithms Updates & Changes Monitoring - Refining SEO Strategy In Accordance To Performance & Algorithm Changes/ Updates</p> <p>Digital Asset Creation: Google Search ad development (up to 5 ad copies with up to 500 characters per ad)</p> <p>Digital Asset Creation: Up to 3 Google Discovery ad development (up to 130 characters per ad)</p> <p>Digital Asset Creation: Up to 3 online ad banner (Static Image or Animated Gif creative development in minimum 3 recommended dimensions (up to 200 words per ad banner and up to 3 frames per Animated Gif ad)</p> <p>Digital Asset Creation: Up to 1 landing page creation (copywriting of up to 1000 words + design + development) or Up to 5 Landing Pages Optimization</p> <p>Digital Asset Creation: Website Blogs x 6 (Up to 500 words per blog)</p> <p>Review and Recommendation: Monthly Google ad report</p> <p>Review and Recommendation: Monthly SEO report</p> <p>Review and Recommendation: Monthly review</p> <p>Review and Recommendation: Final report</p> <p>Development and integration of leads management processes with existing business processes</p> <p>4) Training Training: Handover & Training Guide</p> <p>5) Others NA</p>					
	Per Month	3.00			
	Per Setup	1.00			
	Per Setup	1.00			
	Per Setup	1.00			
	Per Setup	1.00			
	Per Unit	6.00			
	Per Report	3.00			
	Per Report	3.00			
	Per Month	3.00			
	Per Report	1.00			
	Per Setup	1.00			
	NA	1.00			
Total				\$ 9,960.00	\$ 9,960.00

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