Company	WECOFA PTE LTD
Digital Solution Name & Version Number <sup>1</sup>	DM WECOFA Digital Marketing Packages Version 1 - Package 3 Google SEM
Digital Solution Name & Version Number	Marketing (3 Months) + Landing Page
Appointment Period	09 February 2023 to 08 February 2024
Extended Appointment Period <sup>2</sup>	09 February 2024 to 08 February 2025

wef. 08 February 2024

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

	Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1)	Software Not Applicable					
2)	Hardware Not Applicable					
3)	Professional Services Digital Marketing Needs Analysis					
	01 x Session of Business Clarity Growth Audit (2 hours) - In-depth Understanding of Client's Business Model.		Per Session			
	<ul> <li>Customers Avatar Knowledge Exercise 'CAKE' (Finding out what are the Demographics &amp; Psychographics of 'Existing Clients' and 'Desired Target Clients'.</li> <li>Finding out Who are the Existing Competitors</li> <li>Audit of Client's Existing Social Media Presence</li> </ul>			1.00		
	Digital Marketing Needs Analysis		Per Report	1.00		
	- Competitors Analysis Intelligence Report		1 of Report			
	Digital Marketing Needs Analysis		Per Report	1.00		
	- Customers Avatar Knowledge Exercise 'CAKE' Report					
	Digital Marketing Strategy Development					
	Digital Marketing Strategy Report  - Digital Marketing Objective  - Brainstorming of Campaign Strategies  - Target Audiences  - Timeline / Social Media Calender		Per Report	1.00		
	Digital Marketing Campaign					
	Google Digital Marketing Campaign (3 Months)					
	Technical Setup (One-time) - Google Analytics GA4 Setup - Google Analytics GA4 Events Setup - Google Tag Manager Setup - Install Google Tag Manager Tracking Pixel To Landing Page - Google Ads Setup - Import Conversion Actions To Google Ads Account		Per Setup	1.00		
	Interlink Google Ads Account, Google Analytics Account and Google Tag Manager Account     WhatsApp Button Integration					

l	Digital Marketing Campaign						ı	ı		ı
	Campaign 1: Branding Campaigns									
	>> 1 Campaign: Lead/Sales Conversion									
	- Monthly KPIs: a) Target Leads: **10-40 or b) Target ROAS: **1.5X - 5X * Conversion actions include WhatsApp enquiries, form submission or phone clicks. KPI differ based on industry. ** Final KPIs range will be discussed and finalised during project commencement.		Per Month	3.00						
	<ul> <li>SEM Keywords Research and Analysis</li> <li>Ad Copies Creation and Split Testing</li> <li>Keywords Bid Optimisation and Monitoring</li> <li>Keywords Match Type Optimisation and Monitoring</li> </ul>									
	Digital Marketing Campaign									
	Campaign 2: Products Campaigns									
	>> 1 Campaign: Lead/Sales Conversion									
	- Monthly KPIs: a) Target Leads: **10-40 or b) Target ROAS: **1.5X - 5X * Conversion actions include WhatsApp enquiries, form submission or phone clicks. KPI differ based on industry. ** Final KPIs range will be discussed and finalised during project commencement.		Per Month	3.00						
	<ul> <li>SEM Keywords Research and Analysis</li> <li>Ad Copies Creation and Split Testing</li> <li>Keywords Bid Optimisation and Monitoring</li> <li>Keywords Match Type Optimisation and Monitoring</li> </ul>									
	Campaign Optimisation - Weekly campaign update - Daily Campaign Monitoring and Optimisation in office hours		Per Month	3.00						
	Dedicated Account Manager - Service Support (Email, WhatsApp and Dedicated Phone Number)		Per Month	3.00						
	Digital Assets Creation									
	01 x Dedicated Landing Page		Dor Satur	1.00						
	<ul><li>- 300 to 500 words</li><li>- Include minimum of 6 images</li><li>- Professional landing page design</li></ul>		Per Setup	1.00						
	Review and Recommendation									
	- Monthly Campaign Performance Report - Monthly Campaign Analysis & Recommendations		Per Month	3.00						
4)	Training - Handover Checklist Documentation		Per Report	1.00						
5)	Others Not Applicable									
				Total	\$ 1	0,000.00		\$	10,000.00	

<sup>&</sup>lt;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