| Company | iFoundries (Asia Pacific) Pte Ltd |
|---|---|
| Digital Solution Name & Version Number[1] | DM iFoundries Jump Start Digital Marketing Packages - Package 1 - Jumpstart 3 months Package (SEO+SEM) |
| Appointment Period | 22 June 2023 to 21 June 2024 |
| Extended Appointment Period[2] | 22 June 2024 to 21 June 2025 |

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

| Cost Item | Unit Cost ($) | Unit | Quantity | Subtotal ($) | Qualifying Cost * ($) |
|---|---|---|---|---|---|
| 1) Software<br>Not applicable for Digital Marketing Packages | | Per Setup | 1.00 | | |
| 2) Hardware<br>Not Applicable | | | | | |
| 3) Professional Services<br>Digital Marketing Needs Analysis<br>- Keyword Research & Analysis<br>- Competitor Analysis" | | Per Report | 1.00 | | |
| Digital Marketing Strategy Development<br>- Identify profitable target audience<br>- Craft unique value proposition for product or service<br><br>- Craft an attractive offer for product or service<br>- Strategic media budget planning" | | Per Report | 1.00 | | |
| Digital Marketing Campaigns<br><br>Seach Engine Optimisation(SEO) Campaign (50 keywords)<br>-Technical SEO Audit<br>Website Crawl and Analysis (Quality Audit)<br>Review & Configure Robots.Txt File<br>XML Sitemap Configuration<br>Page Speed Analysis<br>Duplicate Content Analysis<br>Google Search Console Audit<br>Google Analytics Audit<br><br>-On-page SEO<br>Meta Data Onsite Implementation<br>Links Cleanup<br>Schema Audit and Implementation<br>Keyword Gap Analysis<br>Content Optimisation<br>Content Topic Ideation<br>Citation Building for Local Business<br>Local SEO (Google My Business and Google Maps)<br><br>KPI:<br>Minimum 20% of Keywords on on 1st Page of Google after 3 months | | Per Month | 3.00 | | |

| | | | |
|---|---|---|---|
| Search Engine Marketing(SEM) Campaign<br>- 3 ad groups<br>- 3 ad copies per ad group<br>- Keyword research<br>- Custom audience targeting<br>- Remarketing<br>- Conversion tracking<br>- On-going budget and bid optimisation<br>- On-going conversion rate optimisation for landing page<br>- Heatmap tracking & session recording for landing page<br><br>KPIs:<br>Target Conversion rate: 2% - 5% of total clicks (Conversion actions include Facebook messenger enquiries,whatsapp enquiries, form enquiries or phone clicks. KPIs differ based on industry.) and<br><br>Target Return-On-Ad-Spend (ROAS): 1.2x to 3x (Estimated ROAS calculation to be provided upon Project Onboarding, range of 1.2x to 3x depending on industry, product/service, offer) | Per Month | 3.00 | |
| Digital Assets Creation<br>- 12 SEO Optimised Articles (Up to 1,000 words per article)<br>- 2 Ad copy creation (SEM) | Per Month | 3.00 | |
| Review and recommendation<br>Monthly Performance Report<br>Final Report | Per Month | 3.00 | |
| Development and integration of leads management processes with existing business processes | Per Month | 3.00 | |
| 4) Training<br>Handover Checklist Documentation | Per Setup | 1.00 | |
| 5) Others<br>NA | Per Quarter | 1.00 | |
| **Total** | | $ 9,300.00 | $ 9,300.00 |

[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