

Company	33 Degrees Pte Ltd
Digital Solution Name & Version Number¹	DM 33 Degrees Digital Marketing Packages - Package 1 - [SEO+Content Marketing] Organic Growth Starter - 6 Months
Appointment Period	22 December 2022 to 21 December 2023
Extended Appointment Period²	22 December 2023 to 21 December 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 Not Applicable					
3) Professional Services Digital Marketing Needs Analysis: - Client Business Discovery - Digital Competency Analysis - Target Audience & Keyword Discovery		NA	1.00		
Digital Marketing Strategy Development: - Proposed Digital Marketing Strategy - In Depth Keyword Research - ROI Analysis & KPI - Competitive Analysis (Up to 5 Competitors) - Implementation Plan - SEO Tactical Plan		NA	1.00		
Digital Marketing Campaign (SEO): SEO One-Time Setup (1 Month): - Integration with Google Analytics, Search Console, Data Studio - Creation / Updating of XML Sitemap - Submission of XML Sitemap to Search Console - Initial On-Site Performance Audit		per setup	1.00		
SEO Scope Of Work (6 Months): - Search Engine: Google Singapore - Up to 30 Keywords - On Page SEO Optimisation - Off Page SEO / Link Building (inclusive of creation of Backlinks with DA20-30+ metrics & 75+ Referring Domains Power / 301 Redirects / Negative SEO Protection) - Monthly Campaign Performance Audit - Quarterly Competitive Landscape Analysis (Link Gap Analysis / Anchor Text Analysis) - Minimum 20% of Keywords on Page 1		per month	6.00		
Digital Marketing Campaign (Content Marketing): Content Marketing Scope Of Work (6 Months) - Build exposure and traffic from trusted media websites - Each trusted media outlet website has Authority Score of at least 20 and estimated organic traffic of 5,000 monthly - Creation of premium quality articles for media usage - Optimisation of articles - Approval before distribution - Distribution of articles to at least 100 trusted media outlets' websites, both local and international - Organic Traffic: 15% increase in 6 months - Leads: 10% increase in 6 months		per setup	1.00		

Digital Assets Created: - For SEO: Blog Articles (4 articles of minimum 600 words per article per month)		per article	24.00		
Digital Assets Created: - For Content Marketing: 6 x Premium media articles for distribution to trusted news media outlets		per article	6.00		
All Campaigns Include: - Dedicated Campaign Expert - Dedicated Service Support (Email / Whatsapp/ Mobile)		NA	1.00		
How We Review & Optimise The Campaigns: - Daily Live Ranking Tracker - Monthly Keywords Ranking Report - Quarterly Strategic Review - Final Strategic Review					
4) Training					
Not Applicable					
5) Others					
Not Applicable					
Total				\$ 10,000.00	\$ 10,000.00

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