

<b>Company</b>	AII DEVELOP PTE LTD
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM AII DEVELOP Digital Marketing Packages - Package 1 – SEM + SMA (3 months)
<b>Appointment Period</b>	19 January 2023 to 18 January 2024
<b>Extended Appointment Period<sup>2</sup></b>	19 January 2024 to 18 January 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software N/A		Per Report	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis: Campaign 1: Search Engine Marketing (Google Search Ads) • Company Initial Audit • SWOT Analysis • Competitor Analysis • Current Keyword Ranking Assessment • Landing Page Assessment  Digital Marketing Needs Analysis: Campaign 2: Social Media Advertising (Facebook/ Instagram) • Company Initial Audit • SWOT Analysis • Social Media Assessment • Competitor Analysis • Landing Page Assessment  Digital Marketing Strategy Development: Campaign 1: Search Engine Marketing (Google Search Ads) • Identify Marketing Objectives and Goals • Keyword Research and Budget Bidding Strategy • Work Process Plan  Digital Marketing Strategy Development: Campaign 2: Social Media Advertising (Facebook/ Instagram) • Identify Marketing Objectives and Goals • Target Audience and Persona • Work Process Plan  Digital Marketing Campaigns: Campaign 1: Search Engine Marketing (Google Search Ads) • 3 months SEM campaign • Google Ads Account Set Up • Integration of Google Tracking & Analytics Tools • Conversion Tracking Integration • Campaign Structuring Proposal • Recommendation on Landing Page Optimization • Ad Copywriting Proposal • Campaign Budget Allocation • Regular Optimization of Ad Campaigns - Search Terms Analysis - Quality Score Optimizations - Bid Adjustments  KPI/ROAS: • KPI: 2% - 5% Click-through-rate • ROAS: 150%-300% (This will be discussed during the strategy planning session as the number ranges based on product, website and offering)		Per Report	1.00		
		Per Report	1.00		
		Per Report	1.00		
		Per Report	1.00		
		Per Month	3.00		

<p>Digital Marketing Campaigns:            Campaign 2: Social Media Advertising (Facebook/ Instagram)</p> <ul style="list-style-type: none"> <li>• 3 months SMA campaign</li> <li>• Channel: Facebook/Instagram</li> <li>• Ad Account Set Up</li> <li>• Integration of Google Tracking &amp; Analytics Tools</li> <li>• Conversion Tracking Integration</li> <li>• Campaign Structuring Proposal</li> <li>• Recommendation on Landing Page Optimization</li> <li>• Ad Copywriting Proposal</li> <li>• Campaign Budget Allocation</li> <li>• Regular Optimization of Ad Campaigns</li> <li>• A/B Testing</li> <li>• Creative Optimisation</li> <li>• Demographic Targeting Optimisation</li> <li>• Placement Optimization</li> <li>• Bid Adjustments</li> </ul> <p>KPI/ROAS:            • KPI: 1% - 3% Click-through-rate            • ROAS: 150%-300 % (This will be discussed during the strategy planning session as the number ranges based on product, website and offering)</p> <p>Digital Assets Creation:            Campaign 1: Search Engine Marketing (Google Search Ads)            - Responsive Search Ad Headline &amp; Description</p> <p>Digital Assets Creation:            Campaign 2: Social Media Advertising (Facebook/ Instagram)            - 1 x Static Design            - 1 x Animated Design            *Up to 2 Rounds of Changes / Artwork</p> <p>Review and recommendation:            Campaign 1: Search Engine Marketing (Google Search Ads)            • Post Campaign Meeting            • Monthly Performance Report with recommendations</p> <p>Review and recommendation:            Campaign 2: Social Media Advertising (Facebook/ Instagram)            • Post Campaign Meeting            • Monthly Performance Report with recommendations</p>	Per Month	3.00		
	Per Month	3.00		
	Per Month	3.00		
	Per Month	3.00		
	Per Report	3.00		
4) Training				
<p>Campaign 1: Search Engine Marketing (Google Search Ads)            • Handover Checklist Documentation</p>	Per Report	1.00		
<p>Campaign 2: Social Media Advertising (Facebook/ Instagram)            • Handover Checklist Documentation</p>	Per Report	1.00		
5) Others Not Applicable				
	<b>Total</b>		<b>\$ 6,360.00</b>	<b>\$ 6,360.00</b>

<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