

Company	AII DEVELOP PTE LTD
Digital Solution Name & Version Number¹	DM AII DEVELOP Digital Marketing Packages - Package 5 – SEO (6 months) + SMA (3 months)
Appointment Period	19 January 2023 to 18 January 2024
Extended Appointment Period²	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 Optimisation (SEO) • Company Initial Audit • Competitor Analysis • Current Keyword Ranking Assessment		Per Report	1.00		
Digital Marketing Needs Analysis: Campaign 2: Social Media Advertising (Facebook/Instagram) • Company Initial Audit • SWOT Analysis • Social Media Assessment • Competitor Analysis • Landing Page Assessment		Per Report	1.00		
Digital Marketing Strategy Development: Campaign 1: Search Engine Optimisation (SEO) • Keyword Research & Analysis • Work Process Plan		Per Report	1.00		
Digital Marketing Strategy Development: Campaign 2: Social Media Advertising (Facebook/Instagram) • Identify Marketing Objectives and Goals • Target Audience and Persona • Work Process Plan		Per Report	1.00		
Digital Marketing Campaigns: Campaign 1: Search Engine Optimisation (SEO) • 6 months SEO campaign for 15 Keywords, up to 3 Services/Products/Themes (Google Singapore) • Keyword Mapping • Technical SEO Analysis, Audit & Recommendations • Website Content Enhancement • Website Structure Improvement • Internal Link Structuring & Optimization • Image & Hyperlink Optimization • Robots.txt and XML Sitemap Optimisation • Integration of Google Tracking & Analytics Tools • Blogs Creation and Submission • Articles Creation and Submission • Bookmark and Search Engine Submission • Local Directory / Classifieds Submission • Infographics Creation and Submission		Per Month	6.00		
KPI/ROAS: • 10% of Keywords to Rank on Page 1 of Google Singapore					

<p>Digital Marketing Campaigns: Campaign 2: Social Media Advertising (Facebook/ Instagram)</p> <ul style="list-style-type: none"> • 3 months SMA campaign • Channel: Facebook/Instagram • Ad 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 <ul style="list-style-type: none"> - A/B Testing - Creative Optimisation - Demographic Targeting Optimisation - Placement Optimization - Bid Adjustments 	Per Month	3.00			
<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 Optimisation (SEO)</p> <ul style="list-style-type: none"> • 4 Articles/blogs per month (\$200/article) * Up to 2 Rounds of Changes 	Per Month	6.00			
<p>Digital Assets Creation: Campaign 1: Search Engine Optimisation (SEO)</p> <ul style="list-style-type: none"> • 1 Infographic Every Two Months (\$200/infographic) * Up to 2 Rounds of Changes / Artwork 	Per Month	3.00			
<p>Digital Assets Creation: Campaign 2: Social Media Advertising (Facebook/ Instagram)</p> <ul style="list-style-type: none"> • 1 x Static Design * Up to 2 Rounds of Changes / Artwork 	Per Month	3.00			
<p>Digital Assets Creation: Campaign 2: Social Media Advertising (Facebook/ Instagram)</p> <ul style="list-style-type: none"> • 1 x Animated Design * Up to 2 Rounds of Changes per Artwork 	Per Month	3.00			
<p>Review & Recommendation: Campaign 1: Search Engine Optimisation (SEO)</p> <ul style="list-style-type: none"> • Keyword Ranking Report + Live Tracking (3rd Party Tool) • Google Search Console Report • Google Analytics Report 	Per Month	6.00			
<p>Review & Recommendation: Campaign 2: Social Media Advertising (Facebook/ Instagram)</p> <ul style="list-style-type: none"> • Post Campaign Meeting • Monthly Performance Report with recommendations 	Per Month	3.00			
<p>4) Training Campaign 1: Search Engine Optimisation (SEO)</p> <ul style="list-style-type: none"> • Handover Checklist Documentation 	Per Report	1.00			
<p>Campaign 2: Social Media Advertising (Facebook/ Instagram)</p> <ul style="list-style-type: none"> • Handover Checklist Documentation 	Per Report	1.00			
<p>5) Others Not Applicable</p>					

