

<b>Company</b>	APEC SOLUTIONS PTE. LTD.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM APEC Solutions Digital Marketing Packages - Package 3 - SMM & SEM (3 Months)
<b>Appointment Period</b>	02 June 2022 to 01 June 2023
<b>Extended Appointment Period<sup>2</sup></b>	02 June 2023 to 01 June 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not applicable to Digital Marketing Packages		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis In-depth analysis on Company USP, Brand & Budget - Inclusive of current website data analysis - Organic search traffic data & keywords rankings - Paid search traffic data & keywords rankings - Backlinks analysis  Digital Marketing Strategy Development 3 Months Social Media Marketing (SMM) Facebook & Instagram - Digital Marketing Campaign & Objective Strategy - Social Media Target Audience Demographics Strategy - Proposed Creative Assets - Content Plan for Social Media Marketing - Sample Mockups of Organic Social Media Postings - Client Engagement Plan (Development Timeline)  3 Months Search Engine Marketing (SEM) - Digital Marketing Campaign & Objective Strategy - Target Audience Demographics Strategy - Proposed KPI/ ROAS - Client Engagement Plan (Development Timeline)  Digital Marketing Campaign Social Media Marketing (SMM) - 3 months of organic social media postings (Facebook & Instagram) - 8x Organic Social Media Postings / Month - Setup/ Optimization of Facebook Business Page & Instagram Business Page - Organic Postings for 6 months - Monthly content calendar for postings schedule - Creation of digital assets (image/ GIF/ video) for organic postings - Copywriting for caption of organic postings - Scheduling and publishing of organic postings"	Per Report	1.00			
		Per Report	1.00		
		Per Month	3.00		

<p>Search Engine Marketing (SEM)</p> <ul style="list-style-type: none"> <li>- Accounts Setup:</li> <li>- Google Ads account</li> <li>- Setup of conversion tracking</li> <li>- Google Analytics account</li> <li>- Event tracking and goals creation</li> <li>- Creation and integration of Google Tag Manager</li> <li>- Google Search Console installation</li> <li>- SEM Campaign Setup:</li> <li>- Creation of Campaign, Ad Groups and Ads</li> <li>- Up to 2 Ads in each Ad Group</li> <li>- Campaign Budget Allocation</li> <li>- SEM Campaign Optimization:</li> <li>- Regular optimization of SEM Campaign</li> <li>- Campaign budget optimization"</li> </ul>	Per Month	3.00		
<p>Digital Assets Creation</p> <p>Creative Design for Campaign</p> <ul style="list-style-type: none"> <li>- 24 x Sets of digital assets (image/ GIF/ video) for organic branding postings</li> <li>- Up to 2 Changes / Set</li> </ul>	Per Unit	24.00		
<p>Digital Assets Creation</p> <ul style="list-style-type: none"> <li>- 3 x Sets of Creative Artwork Design for Google Display Network (Up to 4 Recommended Sizes)</li> </ul>	Per Unit	3.00		
<p>Digital Assets Creation</p> <ul style="list-style-type: none"> <li>- 1x Informative Landing Page for SEM, inclusive of copywriting and stock images</li> <li>- Up to 2 Changes / Set</li> </ul>	Per Unit	1.00		
<p>Review &amp; Recommendations</p> <ul style="list-style-type: none"> <li>- SEM Paid Campaign Performance Report</li> <li>- Campaign Review &amp; Recommendations</li> </ul>	Per Report	3.00		
<ul style="list-style-type: none"> <li>- Final Report</li> </ul>	Per Report	1.00		
<p>Development and integration of leads management processes with existing business processes</p> <ul style="list-style-type: none"> <li>- 1 x Setup and Integration of Lead Management Processes</li> </ul>	Per Setup	1.00		
<p>KPI/ ROAS</p> <ul style="list-style-type: none"> <li>- SMM – 20% to 80% increase in Social Media Reach</li> <li>- Google Display Network Campaign - 0.5% to 1.5% clickthrough rate (CTR) for Display Ads</li> <li>- Google Search Campaign - 2.5% to 5% clickthrough rate (CTR) for Search Ads</li> <li>- Target Cost-Per-Lead (CPL): \$40 - \$100 (Estimated ROAS Calculation to be provided during Project Onboarding, range of 1.5x to 3x depending on products/services and industry, actual target will be refined at the needs analysis/strategy stage)</li> </ul>	Per Report	1.00		
<p>4) Training</p> <ul style="list-style-type: none"> <li>- Handover Checklist Documentation</li> </ul>	Per Setup	1.00		
<p>Training</p> <ul style="list-style-type: none"> <li>- Inclusive of Leads Management Training Guide</li> </ul>	Per Setup	1.00		
<p>5) Others</p> <p>Not Applicable</p>				
<b>Total</b>			<b>\$ 10,960.00</b>	<b>\$ 10,000.00</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