DETAILS OF PRE-APPROVED DIGITAL SOLUTION

Company	APEC SOLUTIONS PTE. LTD.
Digital Solution Name & Version Number ¹	DM APEC Solutions Digital Marketing Packages - Package 3 - SMM & SEM (3
	Months)
Appointment Period	02 June 2022 to 01 June 2023
Extended Appointment Period ²	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		Per Report	1.00		
	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)		Per Report	1.00		
	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 Month	3.00		

Digital Assets Creation Creative Design for Campaign - 24 × Bets of digital assets (image/ GIF/ video) for organic branding positings - Up to 2 Changes / Set Per Unit 24.00 Digital Assets Creation - 3 × Bets of Creative Atwork Design for Coogle Display Network (Up to 4 Recommended Sizes) Per Unit 3.00 Digital Assets Creation - 3 × Bets of Creative Atwork Design for Coogle Display Network (Up to 4 Recommended Sizes) Per Unit 3.00 Digital Assets Creation - 1 × Informative Landing Page for SEM, inclusive of comparison to a strain the commendations Per Unit 1.00 - Up to 2 Changes / Set Per Report 3.00 - Final Report Per Report 3.00 Development and integration of leads management processes with existing business processes - 1 × SetUp and Integration of Lead Management Processes Per Setup 1.00 KPI/ ROAS - Sougle Display Network Campaign - 0.5% to 1.5% clicktroup rate (CTR) for Search Ads - coogle Display Network Campaign - 0.5% to 1.5% clicktroup rate (CTR) for Search Ads - Target Cost-Per-Lead (CPL), S40 - 5100 (Estimated ROAS Calculation to be provided during Project Orboarding, range of 1.5 to 3x depending on product/services and industry, actual larget will be refined at the needs analysis/strategy stage) Per Setup 1.00 4) Training - Handower Checklist Documentation Training - Inclusive of Leads Management Training Guide Per Setup 1.00 50 Others Net Applicable Leads Management Training Guide		Search Engine Marketing (SEM) - Accounts Setup: - Google Ads account - Setup of conversion tracking - Google Analytics account - Event tracking and goals creation - Creation and integration of Google Tag Manager - Google Search Console installation - SEM Campaign Setup: - Creation of Campaign, Ad Groups and Ads - Up to 2 Ads in each Ad Group - Campaign Budget Allocation - SEM Campaign Optimization: - Regular optimization of SEM Campaign - Campaign budget optimization"	Per Month	3.00			
- 3: Sets of Creative Artwork Design for Google Display Network (Up to 4 Recommended Sizes) Per Unit 3.00 Digital Assets Creation - 1x Informative Landing Page for SEM, inclusive of copywriting and stock images - Up to 2 Changes / Set Per Unit 1.00 Review & Recommendations - SEM Paid Campaign Performance Report - Campaign Review & Recommendations Per Report 3.00 - Final Report Per Report 1.00 Development and integration of leads management processes with existing business processes - 1 x Setup and Integration of Lead Management Processes Per Setup 1.00 KPI/ ROAS - Google Display Network Campaign - 0.5% to 1.5% clickthrough rate (CTR) for Display Ads - Google Display Network Campaign - 0.5% to 1.5% clickthrough rate (CTR) for Display Ads - Google Board ROAS Calculation to be provided during Project Onboarding, range of 1.5x to 3x depending on product/services and industry, actual target will be refined at the needs analysis/strategy stage) Per Setup 1.00 4) Training - Indusive of Leads Management Training Guide Per Setup 1.00 5) Others Per Setup 1.00		Creative Design for Campaign - 24 x Sets of digital assets (image/ GIF/ video) for organic branding postings	Per Unit	24.00			
- * în Informative Landing Page for SEM, inclusive of copywriting and stock images - Up to 2 Changes / Set - Up to 2 Changes / Set Per Unit 1.00 Review & Recommendations - SEM Paid Campaign Performance Report 3.00 - Final Report Development and integration of leads management processes with existing business processes Per Report 1.00 Development and integration of Lead Management processes with existing business processes Per Setup 1.00 KPI/ ROAS - SoMM - 20% to 80% increase in Social Media Reach Per Report 1.00 KPI/ ROAS - Google Display Network Campaign - 0.5% to 1.5% clickthrough rate (CTR) for Display Ads Per Report 1.00 - Target Cost-Per-Lead (CTR) for Display Ads - Solge Search Campaign - 2.5% to 5% clickthrough rate (CTR) for Search Ads Per Report 1.00 - Target Cost-Per-Lead (CTR) for Search Ads - Target Cost-Per-Lead (CTPL) S40 - S100 (Estimated ROAS Calculation to be provided during Project Onboarding, range of 1.5x to 3 depending on products/services and industry, actual target will be refined at the needs analysis/strategy stage) Per Setup 1.00 4) Training - Handover Checklist Documentation Per Setup 1.00 1.00 - Inclusive of Leads Management Training Guide Per Setup 1.00 1.00 1.00 <td< td=""><td></td><td>- 3 x Sets of Creative Artwork Design for Google</td><td>Per Unit</td><td>3.00</td><td></td><td></td><td></td></td<>		- 3 x Sets of Creative Artwork Design for Google	Per Unit	3.00			
- SEM Paid Campaign Performance Report Per Report 3.00 - Campaign Review & Recommendations Per Report 3.00 - Final Report Per Report 1.00 Development and integration of leads management processes with existing business processes Per Setup 1.00 Final Report Per Report 1.00 Development and integration of Lead Management processes Per Setup 1.00 Frocesses -1 x Setup and Integration of Lead Management Processes Per Setup 1.00 KPI/ ROAS - SMM - 20% to 80% increase in Social Media Reach Per Report 1.00 - Google Display Network Campaign - 0.5% to 1.5% clickthrough rate (CTR) for Display Ads Per Report 1.00 - Google Display Network Campaign - 2.5% to 5% clickthrough rate (CTR) for Search Ads Per Report 1.00 - Target Cost-Per-Lead (CPL): \$40 - \$100 Per Report 1.00 (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) Per Setup 1.00 4) Training - Handover Checklist Documentation Per Setup 1.00 1.00 5) Others 1.00 Per Setup <td></td> <td>- 1x Informative Landing Page for SEM, inclusive of copywriting and stock images</td> <td>Per Unit</td> <td>1.00</td> <td></td> <td></td> <td></td>		- 1x Informative Landing Page for SEM, inclusive of copywriting and stock images	Per Unit	1.00			
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processes with existing business processes -1 x Setup and Integration of Lead Management Processes -1 x Setup and Integration of Lead Management Processes 1.00 KPI/ ROAS - SMM – 20% to 80% increase in Social Media Reach - Google Display Network Campaign - 0.5% to 1.5% clickthrough rate (CTR) for Display Ads - Google Degraphic Project Control (CTR) for Display Ads - Google Search Campaign - 2.5% to 5% clickthrough rate (CTR) for Search Ads - 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) 4) Training - Handover Checklist Documentation Training - Inclusive of Leads Management Training Guide 5) Others		- Final Report	Per Report	1.00			
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- Inclusive of Leads Management Training Guide	4)	Training	Per Setup	1.00			
			Per Setup	1.00			
Total \$ 10,960.00 \$ 10,000.00	5)			T = 4 = 1	¢ 10.060.00	6	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