DETAILS OF PRE-APPROVED DIGITAL SOLUTION

Company	BEST SEO MARKETING PTE LTD
	DM Best SEO Digital Marketing Packages Version 1 - Package 2 - SEM/SMA - 3
	MONTHS
Appointment Period	06 October 2022 to 05 October 2023
Extended Appointment Period ²	06 October 2023 to 05 October 2024

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

	Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1)	Software NOT APPLICABLE		NOT APPLICAB LE	1.00		
2)	Hardware Not Applicable					
3)	Professional Services Digital Marketing Needs Analysis Competitor Facebook Ads/Google Ads Analysis Competitor Offer Analysis		per setup	1.00		
	Digital Marketing Strategy Development Proposed Solution Crafting Of An Irresistible Offer Audience Targeting Split Testing		per setup	1.00		
	Digital Marketing Campaigns (Search Engine Marketing One-Time Setup): Linking To Google Ads Account Linking To Google Analytics Conversion Tracking Set Up		per setup	1.00		
	Digital Assets Creation: GDN Ad Creative (if applicable) - Up to 1 set of minimum 3 recommended sizes per month		per quarter	1.00		
	Digital Marketing Campaigns (SEM Scope of Work): - Creation Of Multiple Ad Groups Of Up To 50 Keywords Select any 2 campaign type - Search / Display / Video / Shopping / App - Google Ads Optimisation (if applicable) - Ad Copywriting Optimisation / Keywords Optimisation - For Search Ads Copywriting - (Headlines and Desciptions) - Ad Devices And Scheduling Optimisation - Building Of Negative Keywords List - Split Testing Of Headlines and Descriptions to optimize for higher CTR - Setting Up Of All Relevant Ad Extensions (If Applicable) - Conversion Tracking Setup - KPI Of 200% ROAS (Differs from industry to industry)		per month	3.00		
	Digital Assets Creation: SEM Ad Copywriting (Includes writing of Responsive Search Ad Headlines & Descriptions, if necessary)		per quarter	1.00		

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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