

<b>Company</b>	Creative E-World Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Creative E-World Digital Marketing Packages - Package 1 - Lite SEO & SEM 6 months
<b>Appointment Period</b>	27 October 2022 to 26 October 2023
<b>Extended Appointment Period<sup>2</sup></b>	27 October 2023 to 26 October 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software NA		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis : Keyword Research, Volume Analysis, PPC, price range & competitiveness. Competitor Ranking Analysis Perform in depth website health check analysis: For broken links, indexing, website content, URL directing, website mobile responsive. Understanding Client's Business Model, Target Audience & Budget - Identifying Potential Existing Landing Pages for SEM Campaign		Per Bundle	1.00		
Digital Marketing Strategy Development :  Digital Market Strategy & Recommendation with achievable milestone over the next 6 months Digital Marketing Objectives, Target Audience & Persona and Proposed Keywords Inclusive of 1 time campaign setup		Per Bundle	1.00		
Digital Marketing Campaigns : Search Engine Optimization - up to 20 keywords ( 6 months campaign) <ul style="list-style-type: none"> <li>On Page / Off Page optimization</li> <li>General Site Audit Report</li> <li>H1, H2, H3 Tag for Pages</li> <li>URL Optimization</li> <li>Content Optimization</li> <li>Check Broken Links</li> <li>Meta Title optimization</li> <li>Meta description and keywords optimization</li> <li>Robots.txt file creation and Sitemap Optimization</li> <li>Google Analytic setup</li> </ul>		Per Month	6.00		
Digital Marketing Campaigns: Search Engine Marketing (6 months Campaign) Google Adwords Setup <ul style="list-style-type: none"> <li>Keyword Research / budget optimisation</li> <li>Up to 4 campaign setups</li> <li>Up to 15 Ad Copies / Ad Group</li> <li>Campaign Budget Allocation &amp; Optimization</li> <li>Monthly Goal Tracking</li> <li>Re-structuring Ad Copies</li> <li>Google Ads &amp; Analytics Link up</li> </ul>		Per Month	6.00		
Digital Assets Creation : 1 page content creation + 2 Ads creation - up to 2 rounds of changes		Per Bundle	1.00		

<p>Review and recommendation:  Monthly Ranking Report  Website data analytic report  SEM Monthly Paid Campaign Report  Final Project Report with Analytic and Recommendations</p> <p>KPI: SEO: Guarantee 60% keywords after 6 months to be in top 20 ranking. Estimated 10%-30% traffic increase</p> <p>KPI: SEM: Up to 3%-10% CTR for Search Campaign  (ROAS depending on the ads spend)</p> <p>Target KPI: To achieve either ROAS of 1.5x - 2x (Actual estimation will be provided during project commencement based on the industry, budget and call to action methods) or By 1.5x -2x increase in Leads generated before and after campaign.</p> <p>4) Training  Handover and run through the final report</p> <p>5) Others  Not Applicable</p>		<p>Per Bundle</p> <p>Per Bundle</p>	<p>1.00</p> <p>1.00</p>	<p><b>Total</b> \$ 10,000.00</p>	<p>\$ 10,000.00</p>
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<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