

<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 2 - Basic SEO & SM 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, Brand Guidelines, Target Audience & Budget - Analysing Client's Current social media (Facebook &/or Instagram) Presence - Gathering Client's Social Media Marketing (Facebook &/or IG) objectives  Digital Marketing Strategy Development : Digital Marketing Objectives, Target Audience & Persona and Proposed Keywords  Creative Inspirations - Tone of Voice for Captions, Objectives & Campaign Plan for Social Med  Digital Market Strategy & Recommendation with achievable milestone over the next 6 months  Inclusive of 1 time campaign setup  Digital Marketing Campaigns : Search Engine Optimization - (up to 15 keywords) <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> Digital Marketing Campaigns : Social Media a) Facebook Leads Generation Campaign OR b) Facebook SHOP (Ads budget not inclusive) <ul style="list-style-type: none"> <li>• Call to action button to stimulate engagement / API to sync products to SHOP</li> <li>• Run Ads to maximized Fans interaction &amp; likes</li> <li>• Up to 2 Ads creation</li> <li>• Assisted Postings (up to 2 postings/mth)</li> <li>• Authentic Fans Optimization</li> <li>• Page Monitoring and Promoting</li> <li>• Live access statistics and data</li> <li>• Optional: IG-Same artwork post as FB</li> <li>• Resize to Instagram requirements</li> <li>• Client to provide Business IG account</li> <li>• Live Reporting Dashboard</li> </ul>	Per Bundle	1.00			
		Per Bundle	1.00		
		Per Month	6.00		
		Per Month	6.00		

Digital Assets Creation : 1 page content creation and 1 page Facebook Landing page with 2 Ads creation - up to 2 rounds of changes	Per Bundle	1.00		
Review and recommendation: Monthly Ranking Report & Growth Report Website data analytic report Final Project Report with Analytic and Recommendations				
KPI: SEO: Guarantee 60% keywords after 6 months to be in top 20 ranking. Estimated 10%-30% traffic increase	Per Bundle	1.00		
KPI: SM : 30% to 80% Increase in Social Media Reach Page Likes / Followers: 100%-300%				
Target ROAS: 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.				
4) Training Training : Handover and run through the final report	Per Bundle	1.00		
5) Others Not Applicable				
	<b>Total</b>		\$ 10,000.00	\$ 10,000.00

<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