

Company	Impossible Marketing Services Pte Ltd
Digital Solution Name & Version Number¹	DM Digital Marketing - Google SEO SEM PPC SMA Content Marketing - Diversification - 3 Months
Appointment Period	28 October 2021 to 27 October 2022
Extended Appointment Period²	28 October 2022 to 27 October 2023

wef. 28 July 2022

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	\$ 0.00	per setup	1.00	\$ 0.00	\$ 0.00
2) Hardware Not Applicable					
3) Professional Services					
Digital Marketing Needs Analysis: Company Analysis Competitor Analysis Digital Asset Analysis	\$ 0.00	per setup	1.00	\$ 0.00	\$ 0.00
Digital Marketing Strategy Development: Digital Market Strategy Report (Proposed Solution, Brand Direction/Positioning & KPI) Keyword Research & Analysis Target Audience Selection	\$ 0.00	per setup	1.00	\$ 0.00	\$ 0.00
Digital Marketing Campaigns (SEO One-Time Setup): SSL Security On Website (HTTPS) Creation/Updating Of XML Site Map Creation Of User Site Map Submission of Website Indexing	\$ 0.00	per setup	1.00	\$ 0.00	\$ 0.00
Digital Marketing Campaigns (SMA One-Time Setup): Creation/Linking to Social Media Ad Account Set Up CRM System (if applicable) Planning & Developing Campaign Timeline Creation & Installation Of Facebook Pixel (if applicable) Conversion Optimisation	\$ 0.00	per setup	1.00	\$ 0.00	\$ 0.00
Digital Marketing Campaigns (SEO Scope of Work): Google Singapore Search Engine Up to 60 Keywords On-page SEO Off-page SEO (Link Building) Content Optimisation Local SEO (Google My Business Optimisation) Local SEO (Google Map Optimisation) Technical SEO Target KPI: Minimum 10% Keywords in Top 10/Page 1	\$ 2,333.33	per month	3.00	\$ 6,999.99	\$ 6,999.99
Digital Marketing Campaigns (SMA Scope of Work): Select any 1 campaign objective - Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions / Catalogue Sales / App Installs Campaign Optimisation (if applicable) - Budget Allocation Optimisation / Interests/Behaviours Targeting Optimisation / Demographics Targeting Optimisation / Placement Optimisation / Location Optimisation / Creative Optimisation / Ad Copywriting Optimisation / Conversion Tracking / A/B Testing / Remarketing Target KPI: 200% ROAS	\$ 1,000.00	per month	3.00	\$ 3,000.00	\$ 3,000.00
Digital Marketing Campaigns (Additional): Dedicated Account Manager (SEO & SMA) Service Support (Email, WhatsApp, Dedicated Phone Number)	\$ 0.00	per setup	1.00	\$ 0.00	\$ 0.00
Digital Assets Creation: SEO Blog Articles & Stock Images (Up To 4 Per Month)	\$ 0.00	per quarter	12.00	\$ 0.00	\$ 0.00
Digital Assets Creation: SMA Ad Copywriting SMA Ad Creative (Up To 3 Single Images &/or Up To 1 Carousel/GIF/Slideshow Per Month)	\$ 0.00	per quarter	3.00	\$ 0.00	\$ 0.00

Review and recommendation: Monthly Performance Report with observation & recommendation	\$ 0.00	per month	1.00	\$ 0.00	\$ 0.00
Review and recommendation: Final Report	\$ 0.00	per setup	1.00	\$ 0.00	\$ 0.00
Development and integration of leads management processes with existing business processes	\$ 0.00	per setup	1.00	\$ 0.00	\$ 0.00
4) Training Handover	\$ 0.00	per setup	1.00	\$ 0.00	\$ 0.00
5) Others Not Applicable					
Total				\$ 9,999.99	\$ 9,999.99

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