

<b>Company</b>	Hashmeta Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Hashmeta Digital Enablement Packages - Package 5 - Lead Generation (SEO+SEM) [3 Months]
<b>Appointment Period</b>	23 February 2023 to 22 February 2024
<b>Extended Appointment Period<sup>2</sup></b>	23 February 2024 to 22 February 2025

**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 Keywords Research & Competitor Analytics		Per Hour	5.00		
Digital Marketing Strategy Development Brand Awareness and Lead Generation Strategy		Per Hour	5.00		
"1) Search Engine Optimisation (SEO) Campaign Scope of Work: - (a) 10 Keywords on Google Singapore - (b) Website Content Enhancement for SEO - (c) SEO Keywords Research and Analysis - (d) Meta Data Onsite Implementation - (e) Quarterly Technical Audit Review - (f) Monthly Link Building Activities - (g) Keywords Positioning Monitoring - (h) Google Algorithms Updates Monitoring - (i) 24/7 SEO Reporting Dashboard Access - (j) Google Analytics Tracking and Goal Conversion Setup - (k) Google Search Console (GSC) Setup - (l) Google My Business (GMB) Optimisation and Setup Target KPIs: Target 30% of Keywords on Page 1 of Google Timeline : Within 3 Months"		Per Hour	10.00		
"2) Search Engine Marketing (SEM) Campaign *Conversion actions include Whatsapp enquiries, form enquiries or phone clicks. KPIs differ based on industry. **Final KPIs range will be discussed and finalised during project commencement. Scope of Work: - (a) SEM Keywords Research and Analysis - (b) Ad Copies Creation and Split Testing - (c) Keywords Bid Optimisation and Monitoring - (d) Keywords Match Type Optimisation and Monitoring Target ROAS: 120%-300% Timeline : Within 3 months"		Per Hour	3.00		
Digital Assets Creation "2 x landing pages/articles for SEO/SEM "		Per Hour	1.00		
Review and recommendation Monthly post campaign review and optimisation recommendation		Per Hour	4.00		

4) Training					
Handover		Per Hour	1.00		
5) Others					
Not Applicable					
<b>Total</b>				<b>\$ 10,000.00</b>	<b>\$ 10,000.00</b>

<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