

Company	MediaPlus Digital Pte Ltd
Digital Solution Name & Version Number¹	DM MediaPlus Digital Marketing Package - Activate Search DM Package (SEM/SEO) [3 Months]
Appointment Period	19 May 2022 to 18 May 2023
Extended Appointment Period²	19 May 2023 to 18 May 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable		N.A	1.00		
2) Hardware Not Applicable					
3) Professional Services					
a) Digital Marketing Needs Analysis					
- Company Analysis					
- Competitor Analysis					
- Needs Analysis					
- Digital Asset Analysis					
b) Digital Marketing Strategy Development		Per Setup	1.00		
- Digital marketing strategy report					
- Campaign objectives					
- Target audience					
- Brand direction /positioning					
- Client engagement					
- KPIs					
Digital Marketing Campaigns					
1) Search Engine Marketing (SEM)					
- Keywords research and analysis					
- Ad creatives creation					
- Duration: 3 months					
a) Campaign setup					
- Google Ads setup					
- Google tag manager setup					
- Google analytics integration					
b) Campaign optimization		Per Setup	1.00		
- keywords performance review					
- negative keywords review					
- Quality score optimization					
- Ads optimization					
c) Performance objectives					
- Target conversion rate: 2% to 5% of total clicks for Google Ads					
- Target conversion rate: 1.5% to 3.5% of total click for GDN					
- ROAS estimated to be 200% (Client target ROAS to be calculated during campaign kickoff)					
- Campaign analysis and provide feedback to align with marketing objectives					

<p>2) Search Engine Optimisation (SEO)</p> <ul style="list-style-type: none"> - 15 Keywords - 20% of keywords on Page 1 of Google Singapore - Duration: 3 Months - Keyword research and analysis - Site audit and review <p>a) Onsite SEO</p> <ul style="list-style-type: none"> - Meta Data Optimisation - Schema markup implementation - Onsite content optimization <p>b) Offsite SEO</p> <ul style="list-style-type: none"> - Directory submission - Niche link building <p>c) Technical SEO</p> <ul style="list-style-type: none"> - HTML tag management - Code optimization suggestions (depending on website platform) <p>d) Setup</p> <ul style="list-style-type: none"> - Google Search Console setup - Google Analytics tracking and conversion setup - Google My Business Optimisation and Setup <p>Digital Assets Creation</p> <p>a) SEO</p> <ul style="list-style-type: none"> - 1 x Google My Business listing per setup - 1 x Cornerstone article optimization (up to 2000 words) per campaign - 2 x image curation for each article - 10 x Meta Title, Meta Description per setup - 1 x Structured Data per setup - Up to 3 Blog articles (up to 1000 words) <p>b) SEM</p> <ul style="list-style-type: none"> - 1 x Dedicated landing page development per setup - 1 x Landing page copywriting (up to 500 words) per setup - up to 3 display banners for GDN per setup - up to 3 Ad Group Creation - up to 9 Ad Text Creation <p>Review and recommendation</p> <p>SEO Monthly Performance Report</p> <ul style="list-style-type: none"> - Website Data Analytics Report - Keywords rankings report - Observations & Recommendation <p>SEM Monthly Performance report</p> <ul style="list-style-type: none"> - Website Data Analytics Report - Campaign Metrics & Report - Observations & Recommendations <p>Development and integration of leads management processes with existing business processes</p> <p>Final Summary Report</p> <p>4) Training Handover</p> <p>5) Others Not Applicable</p>		Per Setup	1.00		
		Per Campaign	1.00		
		Per Campaign	1.00		
		Per Month	3.00		
		Per Setup	1.00		
		Per Report	1.00		
		Per Setup	1.00		
		Total		\$ 6,890.00	\$ 6,890.00

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