

Company	MediaPlus Digital Pte Ltd
Digital Solution Name & Version Number¹	DM MediaPlus Digital Marketing Package - Advanced Search DM Package (SEM/SEO) [6 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: 6 months					
a) Campaign setup					
- Google Ads setup					
- Google tag manager setup					
- Google analytics integration					
b) Campaign optimization					
- keywords performance review		Per Setup	1.00		
- 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					

2) Search Engine Optimisation (SEO)					
- 30 Keywords					
- 20% of keywords on Page 1 of Google Singapore					
- Duration: 6 Months					
- Keyword research and analysis					
- Site audit and review					
a) Onsite SEO					
- Meta Data Optimisation					
- Schema markup implementation					
- Onsite content optimization	Per Setup	1.00			
b) Offsite SEO					
- Directory submission					
- Niche link building					
c) Technical SEO					
- HTML tag management					
- Code optimization suggestions (depending on website platform)					
d) Setup					
- Google Search Console setup					
- Google Analytics tracking and conversion setup					
- Google My Business Optimisation and Setup					
Digital Assets Creation					
a) SEO					
- 1 x Google My business Listing per Setup					
- 1 x Cornerstone article optimization (up to 2000 words) per campaign	Per Campaign	1.00			
- 2 x image curation for each article					
- 10 x Meta Title, Meta Description per setup					
- 1 x Structured Data per setup					
- Up to 6 blog article (up to 1000 words)					
b) SEM					
- 1 x Dedicated landing page development per setup					
- 1 x Landing page copywriting (up to 500 words) per setup	Per Campaign	1.00			
- up to 6 display banners for GDN per setup					
- up to 6 Ad Group Creation					
- up to 18 Ad Text Creation					
Review and recommendation					
SEO Monthly Performance Report					
- Website Data Analytics Report					
- Keywords rankings report					
- Observations & Recommendation	Per Month	6.00			
SEM Monthly Performance report					
- Website Data Analytics Report					
- Campaign Metrics & Report					
- Observations & Recommendations					
Development and integration of leads management processes with existing business processes	Per Report	1.00			
Final Summary Report	Per Report	1.00			
4) Training Handover	Per Setup	1.00			
5) Others Not Applicable					
	Total			\$ 9,880.00	\$ 9,880.00

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