

Company	RHAD Pte. Ltd
Digital Solution Name & Version Number¹	DM RHAD Digital Marketing Package Version 1 - Google Search Starter (6 months)
Appointment Period	17 March 2022 to 16 March 2023
Extended Appointment Period²	17 March 2023 to 16 March 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not Applicable					
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis Persona Development & Target Persona Market Landscape Brand and Competitor Audit		Per Report	1.00		
Digital Marketing Strategy Development Digital Marketing Strategy Report - Marketing Strategy, Media Strategy and Key Performance Indicator Proposed brand positioning Analysis and Recommendation - Digital Assets		Per Report	1.00		
Digital Marketing Campaigns Search Engine Optimisation - 20 Keywords - 30% of Keyword on Page 1 - On-page/Technical SEO - Off-page SEO/Link Building - Content Optimization - Conversion Optimization Search Engine - Google Singapore - Google Singapore (Mobile) - Yahoo Singapore - Bing Singapore Digital Marketing Software - Google My Business Optimization		Per Month	6.00		
Estimated Results SEO - 30% of keywords on page 1 after 6 months					
Search Engine Marketing - Formulation, Planning and execution of the strategy - Content Production of 5 ad groups and 3 ad copies each - Channel and Campaign Reporting - Ad Set up, Monitoring and Optimisation		Per Month	6.00		
Estimated Results Campaign - Average CPM - \$3.5, Average CVR - 4.5% and Average Cost per Acquisition - 75 SGD Target ROAS (Return on Ad spend) - 200% to 500%*					
*- Based on industry benchmark and client needs.					
Digital Assets Creation Creation of Search Engine Friendly Blog Articles (2x per month) - Up to 1000 Words / Blog Article		Per Unit	12.00		
Digital Asset Creation Google Adwords Copy		Per Unit	15.00		

Review and recommendation Monthly Ranking Report Monthly Review		Per Month	6.00		
Review and recommendation Final Report		Per Report	1.00		
4) Training Training Handover		Per Setup	1.00		
5) Others Not Applicable					
Total				\$ 9,000.00	\$ 9,000.00

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