

Company	RHAD Pte. Ltd
Digital Solution Name & Version Number¹	DM RHAD Digital Marketing Package Version 1 - Advanced Digital Marketing (3 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 Social Media Campaign - Formulation, Planning, and execution of the digital strategy - Content Management, Development, and Production (8 posts per month) - Community Management and Engagement - Channel and Campaign Reporting		Per Month	3.00		
Estimated Results SMM: 30% to 80% Increase in Social Media Reach.*Target ROAS (Return on Ad spend) - 200% to 500% *(Estimated ROAS can be discussed based on platform-specific ad spends as per client need)					
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 - Google Analytics Set up (Time)		Per Month	3.00		
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.					

Search Engine Optimisation					
- For 20 Keywords					
- Top 10/Page 1 Guarantee					
- On-page/Technical SEO					
- Off-page SEO/Link Building					
- Content Optimization					
- Conversion Optimization	Per Month	3.00			
Estimated Results					
SEO: 30% of keywords on page 1 after 6 months					
Digital Assets Creation					
Social Media Post (Both copy and visuals)	Per Month	8.00			
Digital Assets Creation					
Creation of Search Engine Friendly Blog Articles (2x per month)	Per Month	2.00			
Digital Assets Creation					
Google Adwords Copy	Per Unit	15.00			
Review and recommendation					
Monthly Ranking Report					
Monthly Review	Per Report	3.00			
Review and recommendation					
Final Report	Per Report	1.00			
Development and integration of leads management processes with existing business processes	Per Setup	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