

Company	Roots Digital Pte. Ltd.
Digital Solution Name & Version Number¹	DM Roots Digital Marketing Packages - Package 3 - [SEO, Facebook Ads, 1 SEO Content or 1 Landing Page] - [2 Months]
Appointment Period	23 June 2022 to 22 June 2023
Extended Appointment Period²	23 June 2023 to 22 June 2024

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		per user	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis - Keyword Research & Analysis - Competitor Analysis - Technical SEO audit - Google Search Console audit - Google Analytics audit		per report	1.00		
Digital Marketing Strategy Development - Digital Market Strategy Report		per report	1.00		
SEO Campaign Scope of work - Up to 30 keywords (Keywords will be determined based on the product/services business offered) - Page Title Optimisation - Meta Description Optimisation - Header Tag Optimisation - Robots.txt Optimisation - XML Sitemap Optimisation - Redirection Optimisation - Custom 404 Page Creation		per month	2.00		
Duration 2 Months					
Search Engine - Google Singapore (Desktop & Mobile)					
Minimum 10% Keywords in Top 10/Page 1 Guarantee					
Ad Campaign Management Channel: Facebook/Instagram Advertising Scope of work Campaign Optimisation: • Ad performance monitoring • Targeting performance monitoring		per month	2.00		
Minimum ROAS of 1.5X (for ecommerce campaign) or Minimum conversion rate of 2% (for lead gen campaign)					
Ad Campaign Setup Scope of work - Account creation and setup - Campaign structure development - Ad targeting strategy - Ad copywriting - Conversion tracking setup		per setup	1.00		

Digital Assets Creation 1 long form blog post (Up to 3,000 word per post)		per post	1.00		
Digital Assets Creation 1X landing page OR 1X evergreen ad (choose one)		per design	1.00		
Review and recommendation - Live reporting dashboard (Customisable to results businesses care for) - Final report and review		per report	1.00		
4) Training Not Applicable					
5) Others Not Applicable					
Total				\$ 9,200.00	\$ 9,200.00

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