

Company	Verz Design Pte Ltd
Digital Solution Name & Version Number¹	DM Verz Design Digital Marketing Package - Package 1 - Alpha - SEM & SMA (3 months)
Appointment Period	06 October 2022 to 05 October 2023
Extended Appointment Period²	06 October 2023 to 05 October 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 Unit	1.00		
2) Hardware Not Applicable					
3) Professional Services A. Digital Marketing Needs Analysis 3 Months Search Engine Marketing 1) Understanding Client's Business Model, Target Audience & Budget 2) Keyword's research and analysis 3) Identifying Potential Existing Landing Pages for SEM Campaign 4) Competitor Analysis		per Unit	1.00		
3 Months Social Media Advertising 1) Market Research & Analysis 2) Understanding Brand Essence through Mission Statement and Corporate Values 2) Perform Target Audience Analysis and Market Industry Research 3) Review Current Brand Communications/ Messaging & Strategy					
B. Digital Marketing Strategy Development 3 Months Search Engine Marketing 1) Digital Marketing Objectives 2) Keywords Research & Bidding Strategy 3) Campaign Structuring & Budget Allocation 4) Work Process Plan (Engagement Plan) And 3 Months Social Media Advertising 1) Digital Marketing Objectives 2) Target Audience Identification & Retargeting 3) Budget Allocation & Optimisation 4) Creative Caption and Design Mock-up for Ads postings 5) Campaign Optimisation		per Unit	1.00		

C. Digital Marketing Campaigns					
<p>3 Months Search Engine Marketing</p> <p>1) Account Setup</p> <ul style="list-style-type: none"> - Google AdWords account set-up - Google Tag Manager Set-up & installation - Event tracking & testing (if applicable) via GTM - Google Analytics Set-up & installation - Linking of Google ads account to GA - Goal creation on GA (if applicable) <p>2) SEM Campaign Setup</p> <ul style="list-style-type: none"> - Consultation with campaign manager prior to launch campaign - Creation of Campaign, Ad Group & Ad Copy(Select campaign if applicable: Search/Display/Shopping/Video/App) - Up to 4 Ad Campaign Groups - 1 Ad Copy / Ad Group - Campaign Budget Allocation <p>3) SEM Campaign Management & Optimization for 3 Months:</p> <ul style="list-style-type: none"> - SEM campaigns optimization and monitoring - Keyword performance analysis and optimization - Keywords bid optimization and monitoring <p>4) Software</p> <ul style="list-style-type: none"> Click Fraud Detection Tool Call Tracking Tool Landing Page Heatmap & Behavior's Analysis 	per Month	1.00			
<p>Social Media Advertising</p> <p>1) Account Setup</p> <ul style="list-style-type: none"> - Ad Account Setup (FB/IG or LinkedIn) - Setup of Business Manager/Campaign Manager Platform (FB/IG or LinkedIn) <p>2) Ad Campaign Setup:</p> <ul style="list-style-type: none"> - Consultation with campaign specialist prior to launch campaign - Creation of up to 4 Ad Campaigns based on 1 Main Target Audience with retargeting - 1 Ad Copy Designs & Copywriting / Ad Campaign - Campaign Budget Allocation <p>3) Dedicated Campaign Specialist to:</p> <ul style="list-style-type: none"> - Recommend Best Practices to reach business objectives - Implement Recommended Marketing Strategies - Manage Campaign and Ad - Monitor your Campaigns Closely - Communicate Effectively with you on Key Learnings & Next Steps <p>4) Monthly Reporting & Optimization</p>	per Unit	1.00			
<p>D. KPI/ROAS</p> <p>1) SEM: 2.5% - 5% CTR for Search Ads & 0.7% - 2% CTR for Display Ads, ROAS >200% (depending on industry benchmark upon onboarding)</p> <p>2) SMM: Expedited Increase in Social Media Reach: 30% to 80%, ROAS >200% (depending on industry benchmark upon onboarding)</p>	per Unit	1.00			
E. Digital Assets Creation					
<p>Search Engine Marketing</p> <ul style="list-style-type: none"> - Creation of 1 Informative Landing Page for SEM Campaigns (Inclusive of Copywriting) (if applicable) or up to 3 Static/Gif Display Banner Adapted to minimum 2 Google recommended size (if applicable) 	per Unit	1.00			
<p>Social Media Advertising</p> <ul style="list-style-type: none"> - Creation of up to 4 Ad Design (x3 Static Artwork Design & up to x1 GIF OR x1 Animated Video) - up to 2 revisions - Product visual provided by client 	per Unit	1.00			

F. Review and recommendation "Search Engine Marketing Monthly Campaign Report: - SEM Monthly Campaign Conversion Report - Website Data Analytics Report - Monthly Review and Recommendations Report" And "Social Media Advertising: Monthly Campaign Report: - Social Media Audit and Ad Performance Analysis - SMA Monthly Paid Campaign Report - SMA Recommendations Report"		per Unit	1.00		
G. Final Report		per Unit	1.00		
H. Development and integration of leads management processes with existing business processes		per Unit	1.00		
4) Training Handover Checklist Documentation		per Unit	1.00		
5) Others Not Applicable					
Total				\$ 6,000.00	\$ 6,000.00

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