

<b>Company</b>	Bluehive Consulting Asia Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Bluehive Consulting Digital Marketing Packages Version 22 - 3.2 - Package 4 - SEO & SMA (3 Months Package)
<b>Appointment Period</b>	15 June 2023 to 14 June 2024
<b>Extended Appointment Period<sup>2</sup></b>	15 June 2024 to 14 June 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not applicable for Digital Marketing Packages		1	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis a) Client Discovery, Objectives & Current State Analysis b) Digital Marketing Needs Analysis incl Current Social Media Brand Presence, Competitors Analysis & SWOT		per report	1.00		
Digital Marketing Strategy Development: Digital Market Strategy Report (Proposed Solution, Brand Positioning & KPIs   Keyword Research & Analysis   Target Audience Selection, etc)		per report	1.00		
Digital Marketing Campaigns (SEO One-Time Setup): SSL Security On Website (HTTPS)   Creation/ Updating of XML Site Map   Creation of User Site Map   Submission of Website Indexing		per setup	1.00		
Digital Marketing Campaign (SMA One-Time Setup) Creation/Linking to Social Media Ad Account   Set Up CRM System (if applicable)   Planning & Developing Campaign Timeline   Creation & Installation of Facebook Pixel (if applicable)   Conversion Optimisation		per setup	1.00		
Campaign 1: Digital Marketing Campaign (SEO Scope of Work): Google Singapore Search Engine   30 to 60 Keywords   On-page SEO   Off-page SEO (Link Building)   Content Optimisation   Local SEO (Goggle My Business Optimisation)   Local SEO (Google Map Optimisation)   Technical SEO		per month	3.00		
Digital Marketing Campaign (Google My Business Scope of Work): Setup, review, verification and optimisation of Google My Business Account with recommended keywords to optimise profile search Creation of 4 posts per month with creative design and contents Digital Assets Creation 4 posts per month with creative design and captions for Google My Business		per setup	1.00		
Target ROI: Minimum 5 to 10% Keywords in Top/ Page 1 Guarantee (depending on client's industry)					

<p>Campaign 2: Digital Marketing Campaigns (SMA Scope of Work):</p> <p>Select any 1 campaign objective - Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions / Catalogue Sales / App Installs   Campaign Optimisation (if applicable) - Budget Allocation Optimisation / Interest / Behaviours Target Optimisation / Demographics Targeting Optimisation / Placement Optimisation / Location Optimisation / Creative Optimisation / Ad Copywriting Optimisation / Conversion Tracking / A/B Testing depending on ad budget / Remarketing</p> <p>Target KPI : Min 120% Return on Advertising Spend (this will be discussed during our strategy session with clients, the range will depend on the client's product, promotion and website, etc)</p> <p>Digital Assets Creation: SMA Ad Copywriting   SMA Ad Creative (1 to 3 Single Images &amp;/or 1 Carousel/GIF/Slideshow Per Month)</p> <p>Dedicated Account Manager (SEO &amp; SMA)   Service Support (Email, WhatsApp, Dedicated Phone Number)</p> <p>Review and recommendation:</p> <p>Monthly Performance Report with observation &amp; recommendation</p> <p>End of Project Review and Recommendation: Final Report</p> <p>Development and integration of leads management processes with existing business processes if applicable</p> <p>4) Training Training Use of Canva to create digital assets / Mailchimp, etc Handover</p> <p>5) Others Not Applicable</p>					
	per month	3.00			
	per setup	1.00			
	per month	3.00			
	per report	1.00			
	per setup	1.00			
	per setup	1.00			
<b>Total</b>			<b>\$</b>	<b>10,000.00</b>	<b>\$ 10,000.00</b>

<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

<sup>2</sup> 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