

<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 2 - SEM & SEO (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 Campaigns (SEM One-Time Setup): Creation Of Multiple Ad Groups   Linking To Google Ads Account   Linking To Google Analytic   Conversion Tracking Set Up		per setup	1.00		
Campaign 1 Digital Marketing Campaigns (SEO Scope of Work): Google Singapore Search Engine   30 to 60 Keywords   On-page SEO   Off-page SEO (Link Building)   Content Optimisation   Local SEO (Google My Business Optimisation)   Local SEO (Google Map Optimisation)   Technical SEO		per month	3.00		
Digital Assets Creation: SEO Blog Articles 300 to 500 words copywriting (2 to 4 Per Month) SEO Blog Articles Stock Images (2 to 4 Per Month)					
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		per setup	1.00		
Creation of 4 posts per month with creative design and contents Target ROI: Minimum 5 to 10% Keywords in Top/ Page 1 Guarantee (depending on client's industry		per month	3.00		

<p>Campaign 2</p> <p>Digital Marketing Campaigns (SEM Scope of Work):</p> <p>Select any 1 campaign type - Search / Display / Video / Shopping / App   Google Ads Optimisation (if applicable) - Ad Copywriting Optimisation / Keywords Optimisation / Ad Devices And Scheduling Optimisation / Demographics Targeting / Building of Negative Keywords List / A/B Testing / Quality Score Optimisation / Location Targeting / Conversion Tracking  </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>Target KPIs: CTR of 2% to 5%</p> <p>Digital Assets Creation: SEM Ad Copywriting (Includes generation of Responsive Search Ad Headline &amp; Description, if necessary)</p> <p>Dedicated Account Manager (SEO &amp; SEM)   Service Support (Email, WhatsApp, Dedicated Phone Number)</p> <p>Review and recommendation 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 processes</p>					
	per month	3.00			
	per setup	1.00			
	per unit	3.00			
	per report	1.00			
<p>4) Training Training Use of Canva to create digital assets / Mailchimp, etc Handover</p>	per setup	1.00			
5) Others Not Applicable					
<b>Total</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