Company	WEBSENTIALS PTE. LTD.
Digital Solution Name & Version Number ¹	DM Websentials Digital Marketing Packages Version 1.0 - SMA + SEM [3 months]
Appointment Period	05 September 2024 to 04 September 2025
Extended Appointment Period ²	05 September 2025 to 04 September 2026

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 setup	0.00		
2)	Hardware Not applicable to Digital Marketing Packages		per setup	0.00		
3)	Professional Services Digital Marketing Needs Analysis					
	 Business Profiling SWOT Analysis Assessment of current Digital Presence & Assets Competitor Research & Analysis Keyword Research & Analysis 		per setup	1.00		
	Digital Marketing Strategy Development - Digital campaign Proposal & Objectives - Target Audience profiling - Establishment of Brand Identity & Direction - Proposed Keywords strategy - Content Calendar planning - Client Engagement Plan		per setup	1.00		
	Digital Marketing Campaigns Social Media Advertising Campaign (3 months) - Setup of Ad Manager Account - Configuration of Ad Objectives & Target Audiences - Campaign Budget Allocation - Setup of Ad Campaign 1. 4x Ad Variation over 3 months - Campaign Management & Ad Monitoring - Monthly Reporting & Optimization - Review & Recommendations KPI/ROAS Target ROAS: 1.5x - 5x *KPIs differ based on industry & ad budget		per setup	1.00		

	Search Engine Marketing Campaign (3 months)				
	 Setup of Google Ads Account Setup & Installation of Google Tag Manager Setup & Installation of Google Analytics SEM Keywords Research & Analysis Setup of Ad Campaign, Ad group & Ad Copy from: 				
	Search/Display/Shopping/Video/App/Local Campaign (Select one) 2. 2-4x Ad Campaign over 3 months Campaign Budget Allocation & Management Keywords Bid Optimisation Monthly Reporting & Optimization Review & Recommendations	per setup	1.00		
	KPI/ROAS Target CTR: 2.5 - 5% Target ROAS: 2x - 5x				
	*KPIs differ based on industry & ad budget				
	Digital Assets Creation				
	Social Media Advertising Campaign (3 months) 1. 4x Ad Design over 3 months - Mixture of static design and animated design/GIF - Up to 2 revisions 2. 4x Ad Copy writeup over 3 months - Up to 2 revisions				
	Search Engine Marketing Campaign (3 months) 1. Setup of 1x Landing page (If required) - Inclusive of Copywriting & Lead Form - Inclusive of up to 5 Stock Images - Up to 2 revisions 2. 2-4x Ad Campaign Copies writeup - Generation of Headline + Description - Generation of 2-4x Creatives for Display Ads - Up to 2 revisions	per setup	1.00		
	Review and recommendation				
	- Campaign Performance & Recommendations Report - Final Project Report	per setup	1.00		
4)	Training - Digital Assets Handover - Project Checklist Handover - Training Manual - Up to 8 hours of offsite support	per setup	1.00		
5)	Others Not applicable to Digital Marketing Packages	per setup	0.00		
		 	Total	\$ 10,000.00	\$ 10,000.00

¹A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999 ²As 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