

Company	Bluehive Consulting Asia Pte Ltd
Digital Solution Name & Version Number¹	DM Bluehive Consulting Digital Marketing Packages Version 22 - 3.2 - Package 2 - SEM & SEO (3 Months Package)
Appointment Period	15 June 2023 to 14 June 2024
Extended Appointment Period²	15 June 2024 to 14 June 2025

wef. 17 October 2024

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) Target KPIs: CTR of 2% to 5%</p> <p>Digital Assets Creation: SEM Ad Copywriting (Includes generation of Responsive Search Ad Headline & Description, if necessary)</p> <p>Dedicated Account Manager (SEO & SEM) Service Support (Email, WhatsApp, Dedicated Phone Number)</p> <p>Review and recommendation Monthly Performance Report with Observation & Recommendation</p> <p>End of Project Review and Recommendation: Final Report</p> <p>Development and integration of leads management processes with existing processes</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 unit	3.00			
	per report	1.00			
	per setup	1.00			
	per setup	1.00			
Total				\$ 10,000.00	\$ 10,000.00

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