

Digi-TAC Solution Package Schedule for Approved Vendor

Company & UEN	2Stallions Pte Ltd UEN 201529110M
Contact Name, Telephone, Email Address & URL	Razy Shah Tel: 8843 3141 Email: razy@2stallions.com URL: www.2stallions.com
Solution Package Name & Version Number [1]	Package A: Search Engine Optimization + FB/IG Social Media Advertising (3 months)
Brief Description of Solution Package (100 words maximum)	Our 3-month package combines Search Engine Optimization (SEO) and Social Media Advertising (SMA) to deliver results. With SEO, we'll help you improve your ranking and attract more visitors through search engines. And with SMA, we'll deliver targeted ads directly to your audience, increasing conversions and driving growth. This package has the potential to increase your organic traffic and expand your social media reach.
Eligibility Period	20 October 2022 to 19 October 2023
Renewal of Eligibility Period [2]	20 October 2023 to 19 October 2024

Standard Solution Package (i.e. minimum items to be purchased)

Item Description	Unit Cost (\$)	Unit	Quantity	Subtotal Price (\$)
1. Software	NA	NA	NA	NA
2. Hardware	NA	NA	NA	NA
3. Professional Services <u>Digital Marketing Needs Analysis</u> SEARCH ENGINE OPTIMIZATION		Per Report	1	

<ul style="list-style-type: none"> • Understand the TAC’s business objectives, industry and target audience • Analyse current keywords ranking • Analyse current website optimization • Research top 2 competitors rankings for gaps & improvements discovery <p>SOCIAL MEDIA ADVERTISING</p> <ul style="list-style-type: none"> • Understand the TAC's business objectives, industry, target audience and marketing budget • Gather TAC data such as branding guidelines and social media objectives • Analyse TAC's social media presence on Facebook (FB) & Instagram (IG) • Research top 2 competitors for gaps & improvements discovery <p><u>Digital Marketing Strategy Development</u></p> <p>SEARCH ENGINE OPTIMIZATION</p> <ul style="list-style-type: none"> • SEO Objectives • Target Audience • Proposed keywords ranking strategy • Process plan detailing timelines & milestones <p>AND</p> <p>SOCIAL MEDIA ADVERTISING</p> <ul style="list-style-type: none"> • Social Media Advertising Objectives • Target Audience • Creative Mood board for inspiration • Tone of voice determination for captions • Campaign plan including Bidding strategy and budget allocation for Social Media Advertising • Process plan detailing timelines & milestones <p><u>Digital Marketing Campaigns</u></p> <p>SEARCH ENGINE OPTIMIZATION 3 months SEO campaign for 10 focus keywords (Google Singapore) with unlimited long-tail keywords ranking potential monthly scope:</p> <ul style="list-style-type: none"> • On-Page SEO Structural Report (Inclusive of implementation) 		Per Report	1	
		Per Month	3	

- Google Analytics setup and installation
- Google Search Console setup and installation
- Google My Business setup
- Robots.txt and XML Sitemap optimisation
- HTTPS Correction (TAC to purchase SSL cert if not available)
- HTTP Status optimisation (ensure no indexed URL is going to a 301,302 or 404)
- WWW Resolve optimisation
- **On-Page SEO Content Report (Inclusive of implementation for up to 4 pages per month)**
 - Title optimisation
 - Meta description & keywords optimisation
 - Headings optimization (H1 & H2 tags)
 - Page content edits to include keywords
 - URL optimisation
 - Text/HTML Ratio optimisation
 - Image alt tag optimization
 - Broken link check and fixing
- **Off-Page SEO Report**
 - Existing backlinks check & optimisation
 - Quality backlinks generation

AND

SOCIAL MEDIA ADVERTISING

Costs do not include ad spend

- Initial Setup
 - Facebook Business Manager setup and optimisation
 - Instagram Business Page setup and optimisation
- Paid Campaigns on Facebook & Instagram:
 - Maximum of 5 paid campaigns across 3 months
 - Create Campaign, Ad Set & Ad Copy
 - Identify & set Campaign Objectives
 - Identify & set target audience and bidding strategy

Draft 1 Ad per Ad Set - each Ad includes caption copywriting and Image design

KPI/ROAS

- SEO: 10% to 40% of increase in organic traffic to site (Estimated)

Per
Month

3

<p>organic traffic increase calculation to be provided upon Project onboarding)</p> <ul style="list-style-type: none"> • SMA: 30% to 80% increase in social media reach (Estimated ROAS calculation to be provided upon Project Onboarding) <p><u>Digital Assets Creation</u></p> <p>SEARCH ENGINE OPTIMIZATION</p> <ul style="list-style-type: none"> • 3 x SEO-friendly blog article generation • Max of 1,000 words per article <p>SOCIAL MEDIA ADVERTISING</p> <ul style="list-style-type: none"> • 5 x Image Design & Copy for Paid Campaigns (1 per Ad Set) • TAC can select photos from stock image library • Max of 2 rounds of changes to artwork & copy <p><u>Review & Recommendations</u></p> <p>SEARCH ENGINE OPTIMIZATION MONTHLY REPORT</p> <ul style="list-style-type: none"> • Keyword rankings growth for 10 keywords • Keyword rankings for long-tail keywords • Website traffic growth report • Recommendations <p>SOCIAL MEDIA ADVERTISING MONTHLY REPORT</p> <ul style="list-style-type: none"> • Campaign conversion report • Recommendations <p>FINAL PROJECT REPORT</p>		Per Digital Asset	3	
		Per Artwork Design	5	
		Per Report	3	
<p>4. Training</p> <ul style="list-style-type: none"> • Handover Checklist Documentation 		Per Report	1	
<p>5. Others</p>	NA	NA	NA	NA

			Total (S\$) :	\$9,100
--	--	--	--------------------------	---------

[1] A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.999

[2] SGTech may exercise the option to extend the Eligibility Period for an additional one-year ("Renewal Eligibility Period")

All prices excluding GST.