

Digi-TAC Solution Package Schedule for Approved Vendor

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Solution Package Name & Version Number [1]	Package C: Search Engine Marketing with Landing Page Development (6 months)
Brief Description of Solution Package (100 words maximum)	Our Search Engine Marketing package includes targeted Search Ads and professional landing page development to deliver results. This can drive membership growth, build awareness or drive registration for TAC events. With our expert team handling your campaign, you can expect highly qualified leads and an increase in website traffic. This package is ideal for TACs looking to take their online presence to the next level and generate measurable results.
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 MARKETING		Per Report	1	

<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 advertising objectives • Analyse any existing Google Ads campaigns that TAC has engaged in • Research keywords for pricing, search volume and competitiveness • Identify potential landing pages for SEM campaign <p><u>Digital Marketing Strategy Development</u></p> <p>SEARCH ENGINE MARKETING</p> <ul style="list-style-type: none"> • Advertising Objectives • Target Audience • Bidding strategy • Tone of voice determination • Keywords and budget allocation • Process plan detailing timelines & milestones <p><u>Digital Marketing Campaigns</u></p> <p>SEARCH ENGINE MARKETING</p> <ul style="list-style-type: none"> • Account Setup: <ul style="list-style-type: none"> • Google Ads account • GA4 account with 1 conversion event • Google Tag Manager setup and installation • SEM Campaigns (Singapore only) setup for 6 months: <ul style="list-style-type: none"> • Creation: <ul style="list-style-type: none"> • Up to 4 campaigns with 10 Ad groups per campaign • Up to 1 Responsive Search Ad per Ad group with Ad copywriting • Up to 10 keywords per campaign • Optimization: <ul style="list-style-type: none"> • Regular optimization of campaigns • Keyword performance analysis for all Ad groups • Budget optimization for all campaigns <p>KPI/ROAS</p> <ul style="list-style-type: none"> • SEM: 3-10% CTR for Search Ads (Estimated ROAS calculation to be provided upon Project Onboarding) 		Per Report	1	
		Per Month	6	

<p><u>Digital Assets Creation</u></p> <p>SEARCH ENGINE MARKETING</p> <ul style="list-style-type: none"> • 4 x Responsive Search Ad copywriting <ul style="list-style-type: none"> • Max of 2 rounds of revisions to copywriting • Creation of 1 Landing Page <ul style="list-style-type: none"> • Landing page hosted on Unbounce on a sub-domain for duration of campaign • Includes copywriting and design • Includes image selection from stock image library for Landing page images • Landing page artwork and copy assets to be handed over with final project report <p><u>Review & Recommendations</u></p> <p>SEARCH ENGINE MARKETING MONTHLY REPORT</p> <ul style="list-style-type: none"> • Campaign conversion report with recommendations <p>QUARTERLY REVIEW</p> <ul style="list-style-type: none"> • Results and progress update • Improvements and recommendations • Plan for the next quarter <p>FINAL PROJECT REPORT</p>		Per Digital Asset	4	
		Per Design Asset	1	
		Per Report	6	
		Per Report	2	
		Per Report	1	
<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 (\$\$) :	\$9,600

[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.