

Digi-TAC Solution Package Schedule for Approved Vendor

Company & UEN	Cleverly SG Pte Ltd UEN 201734623N
Contact Name, Telephone, Email Address & URL	Ernest Goh Tel: 90678935 Email: ernest@cleverly.sg URL: www.cleverly.sg
Solution Package Name & Version Number [1]	Cleverly's Digital Marketing Kickstarter A
Brief Description of Solution Package (100 words maximum)	Cleverly's Digital Marketing package is created to help businesses create brand awareness and increase your revenue through digital marketing.
Eligibility Period	21 December 2022 to 20 December 2023
Renewal of Eligibility Period [2]	21 December 2023 to 20 December 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. A) Professional Services Digital Marketing Needs Analysis Search Engine Optimisation - Current Keywords Ranking Analysis - Current Website Optimisation Analysis - Competitor Ranking Analysis AND Social Media Advertising - Understanding Client's Business Model, Brand Guidelines, Target Audience & Budget - Analysing Client's Current Social Media Presence (Facebook & Instagram) Presence - Gathering Client's Social Media Marketing (Facebook & Instagram) Objectives	Inclusive	Inclusive	Inclusive	Inclusive

- Competitor Analysis				
<p>3. B) Professional Services Digital Marketing Strategy Development</p> <p>Search Engine Optimisation - Digital Marketing Objectives - Target Audience & Persona - Proposed Keywords Ranking Strategy - Work Process Plan (Engagement Plan)</p> <p>AND</p> <p>Social Media Advertising - Digital Marketing Objectives - Target Audience & Persona - Creative Inspirations - Tone of Voice for Captions - Objectives & Campaign Plan for Social Media Advertising - Work Process Plan (Engagement Plan)cDigital Marketing Campaigns</p> <p>Search Engine Optimisation 3 Months SEO Campaign for 15-20 Keywords (Google Singapore): - On Page SEO Structural Report (Inclusive of implementation) - Google Analytics Installation - Google Search Console Installation - Robots.txt and XML Sitemap Optimisation - HTTPS Correction - HTTP Status Optimisation (301,302,404) - WWW Resolve Optimisation - On Page SEO Content Report (Inclusive of implementation) - Meta Title Optimisation - Meta Description Optimisation - Meta Keywords Optimisation - Headings Optimisation</p>	\$1,700	Month	3	\$5,100

<ul style="list-style-type: none"> - Copyediting of Existing Website Content to Include Keywords - URL Optimisation - Text/HTML Ratio Optimisation - Image Alt Optimisation - Onsite Linking Optimisation - Off Page SEO Optimization <p>AND</p> <ul style="list-style-type: none"> - 3 months Social Media Advertising (Facebook & Instagram) Campaign - Set Up of Facebook Business Manager & Instagram Business Page - Up to 5x Paid Campaigns across 3 Months: - Creation of Campaign, Ad Set & Ad Copy - Identifying SMA Campaign Objectives - Creation of Target Audience & Bidding Strategy - Drafting of Campaign Captions & Graphic Artwork <p>KPI/ROAS:</p> <ul style="list-style-type: none"> - SEO: 30% of Keywords to Rank on Page 1 (Applicable for 6 months campaign period) (Estimated ROAS calculation to be provided upon Project Onboarding) - SMA: 30% to 80% Increase in Social Media Reach (Estimated ROAS calculation to be provided upon Project Onboarding) 				
<p>3. C) Professional Services Digital Assets Creation</p> <p>Search Engine Optimisation</p> <ul style="list-style-type: none"> - Creation of Search Engine Friendly Blog Articles (3x) - Up to 1000 Words / Blog Article <p>AND</p> <p>Social Media Advertising</p>	\$1,800	Month	3	\$5,400

- 12x Graphical Artwork Design & Copy (Image Based) for Paid Campaigns - Up to 2 Rounds of Changes / Artwork				
3. D) Professional Services Review and Recommendations Search Engine Optimisation Monthly Campaign Report: - SEO Monthly Growth Report for 10 Keywords - Website Data Analytics Report - Recommendations Report AND Social Media Advertising Monthly Campaign Report: - SMA Monthly Paid Campaign Conversion Report - Recommendations Report Final Project Report	Inclusive	Inclusive	Inclusive	Inclusive
4. Training Handover Checklist Documentation Up to 4 Hours Review and recommendations	Inclusive	Inclusive	Inclusive	Inclusive
5. Others	NA	NA	NA	NA
			Total (S\$) :	\$10,500

[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.