

Digi-TAC Solution Package Schedule for Approved Vendor

Company & UEN	Digital Marketing Buzz Pte Ltd UEN 201905432R
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Solution Package Name & Version Number [1]	Package A – Kickstarter with 3 months SEO/SEM/Social media campaign assistance
Brief Description of Solution Package (100 words maximum)	A Kick Starter Package opens the door to digital marketing and extends your presence online.
Eligibility Period	10 January 2023 to 9 January 2024
Renewal of Eligibility Period [2]	10 January 2024 to 9 January 2025

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

Item Description	Unit Cost (S\$)	Unit	Quantity	Subtotal Price (S\$)
1. Software NA	NA	NA	NA	NA
2. Hardware NA	NA	NA	NA	NA
3. Professional Services a. 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	\$7,800	1	1	\$7,800

<ul style="list-style-type: none"> - Analysing Client’s Current Social Media Presence (Facebook & Instagram) Presence - Gathering Client’s Social Media Marketing (Facebook & Instagram) Objectives - Competitor Analysis <p>b. Digital Marketing Strategy Development</p> <p>Search Engine Optimisation</p> <ul style="list-style-type: none"> - Digital Marketing Objectives - Target Audience & Persona - Proposed Keywords Ranking Strategy - Work Process Plan (Engagement Plan) <p>AND</p> <p>Social Media Advertising</p> <ul style="list-style-type: none"> - 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>Search Engine Optimisation 3 Months SEO Campaign for 10 Keywords (Google Singapore):</p> <ul style="list-style-type: none"> - On Page SEO Structural Report (Inclusive of implementation) <ul style="list-style-type: none"> - 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) 				
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<ul style="list-style-type: none"> - Meta Title Optimisation - Meta Description Optimisation - Meta Keywords Optimisation - Headings Optimisation - 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>c. Digital Assets Creation</p> <p>Search Engine Optimisation</p>				
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<p>- Creation of Search Engine Friendly Blog Articles (3x) - Up to 1000 Words / Blog Article</p> <p>AND</p> <p>Social Media Advertising - 5x Graphical Artwork Design & Copy (Image Based) for Paid Campaigns - Up to 2 Rounds of Changes / Artwork</p> <p>d. Review and Recommendations</p> <p>Search Engine Optimisation Monthly Campaign Report: - SEO Monthly Growth Report for 10 Keywords - Website Data Analytics Report - Recommendations Report</p> <p>AND</p> <p>Social Media Advertising Monthly Campaign Report: - SMA Monthly Paid Campaign Conversion Report - Recommendations Report</p> <p>Final Project Report</p>				
<p>4. Training</p> <p>- 1 hour x2 sessions Online Training - Handover Checklist Documentation</p>	Inclusive	Inclusive	Inclusive	Inclusive
<p>5. Others NA</p>	NA	NA	NA	NA
			Total (\$\$) :	\$7,800

[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.