

## Digi-TAC Solution Package Schedule for Approved Vendor

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<b>Solution Package Name &amp; Version Number [1]</b>	Package A – Kickstarter with 3 months SEO/SEM/Social media campaign assistance
<b>Brief Description of Solution Package (100 words maximum)</b>	The package is dedicated to help you Kickstart your digital marketing campaigns via social media, search and paid ads.
<b>Eligibility Period</b>	21 October 2022 to 20 October 2023
<b>Renewal of Eligibility Period [2]</b>	21 October 2023 to 20 October 2024

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

<b>Item Description</b>	<b>Unit Cost (S\$)</b>	<b>Unit</b>	<b>Quantity</b>	<b>Subtotal Price (S\$)</b>
1. Software	NA	NA	NA	NA
2. Hardware	NA	NA	NA	NA
3. Professional Services  a. <u>Digital Marketing Needs Analysis</u>  Search Engine Optimisation - Current Keywords Ranking Analysis - Current Website Optimisation Analysis - Competitor Ranking Analysis  AND	\$3,300	Per Month	3	\$9,900

<p>Social Media Advertising</p> <ul style="list-style-type: none"> <li>- Understanding Client's Business Model, Brand Guidelines, Target Audience &amp; Budget</li> <li>- Analysing Client's Current Social Media Presence (Facebook &amp; Instagram) Presence</li> <li>- Gathering Client's Social Media Marketing (Facebook &amp; Instagram) Objectives</li> <li>- Competitor Analysis</li> </ul> <p>b. <u>Digital Marketing Strategy Development</u></p> <p>Search Engine Optimisation</p> <ul style="list-style-type: none"> <li>- Digital Marketing Objectives</li> <li>- Target Audience &amp; Persona</li> <li>- Proposed Keywords Ranking Strategy</li> <li>- Work Process Plan (Engagement Plan)</li> </ul> <p>AND</p> <p>Social Media Advertising</p> <ul style="list-style-type: none"> <li>- Digital Marketing Objectives</li> <li>- Target Audience &amp; Persona</li> <li>- Creative Inspirations</li> <li>- Tone of Voice for Captions</li> <li>- Objectives &amp; Campaign Plan for Social Media Advertising</li> <li>- Work Process Plan (Engagement Plan)</li> <li>- Digital Marketing Campaigns</li> </ul> <p>Search Engine Optimisation 3 Months SEO Campaign for 10 Keywords (Google Singapore):</p> <ul style="list-style-type: none"> <li>- On Page SEO Structural Report (Inclusive of implementation) <ul style="list-style-type: none"> <li>- Google Analytics Installation</li> </ul> </li> </ul>				
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<ul style="list-style-type: none"> <li>- Google Search Console Installation</li> <li>- Robots.txt and XML Sitemap Optimisation</li> <li>- HTTPS Correction</li> <li>- HTTP Status Optimisation (301,302,404)</li> <li>- WWW Resolve Optimisation</li> </ul> <p>- On Page SEO Content Report (Inclusive of implementation)</p> <ul style="list-style-type: none"> <li>- Meta Title Optimisation</li> <li>- Meta Description Optimisation</li> <li>- Meta Keywords Optimisation</li> <li>- Headings Optimisation</li> <li>- Copyediting of Existing Website Content to Include Keywords</li> <li>- URL Optimisation</li> <li>- Text/HTML Ratio Optimisation</li> <li>- Image Alt Optimisation</li> <li>- Onsite Linking Optimisation</li> <li>- Off Page SEO Optimization</li> </ul> <p>AND</p> <ul style="list-style-type: none"> <li>- 3 months Social Media Advertising (Facebook &amp; Instagram) Campaign</li> <li>- Set Up of Facebook Business Manager &amp; Instagram Business Page</li> <li>- Up to 5x Paid Campaigns across 3 Months:</li> <li>- Creation of Campaign, Ad Set &amp; Ad Copy</li> <li>- Identifying SMA Campaign Objectives</li> </ul>				
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<p>- Creation of Target Audience &amp; Bidding Strategy  - Drafting of Campaign Captions &amp; Graphic Artwork</p> <p>KPI/ROAS:  - 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> <p>c. <u>Digital Assets Creation</u></p> <p>Search Engine Optimisation  - 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 &amp; Copy (Image Based) for Paid Campaigns  - Up to 2 Rounds of Changes / Artwork</p> <p>d. <u>Review and Recommendations</u></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>				
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Social Media Advertising Monthly Campaign Report: - SMA Monthly Paid Campaign Conversion Report - Recommendations Report  Final Project Report				
4. Training Handover Checklist Documentation	Inclusive	Inclusive	Inclusive	Inclusive
5. Others	NA	NA	NA	NA
			<b>Total (S\$) :</b>	\$9,900

[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.