Digi-TAC Solution Package Schedule for <u>Approved Vendor</u>

Company & UEN	Mediaplus Digital Pte Ltd UEN 201329629H
Contact Name, Telephone, Email Address & URL	Ivan Teo Tel: 68163168 Email: ivan@mediaplus.com.sg URL: www.mediaplus.com.sg
Solution Package Name & Version Number [1]	Package A
Brief Description of Solution Package (100 words maximum)	MediaPlus Digital is a full-service digital agency in managing clients ranging from small and medium enterprises to large corporations and non-profit organizations. Our digital marketing package includes search engine marketing (SEM), search engine optimization (SEO), and social media advertising, designed to help you scale your organization and reach specific target markets.
Eligibility Period	28 November 2022 to 27 November 2023
Renewal of Eligibility Period [2]	28 November 2023 to 27 November 2024

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
2. Hardware	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	$3,633	Months	3	$10,899

- 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
- Competitor Analysis
 	
b. Digital Marketing Strategy Development
 	
Search Engine Optimisation
- Digital Marketing Objectives
- Target Audience & Persona
- Proposed Keywords Ranking Strategy
- Work Process Plan (Engagement Plan)
 	
AND
 	
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
 	
Search Engine Optimisation
3 Months SEO Campaign for 10 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 - Copyediting of Existing Website Content to Include Keywords - URL Optimisation - Text/HTML Ratio Optimisation - Image Alt Optimisation - Onsite Linking Optimisation - Off Page SEO Optimization AND - 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 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) c. Digital Assets Creation Search Engine Optimisation - Creation of Search Engine Friendly Blog Articles (3x) - Up to 1000 Words / Blog Article				

AND Social Media Advertising - 5x Graphical Artwork Design & Copy (Image Based) for Paid Campaigns - Up to 2 Rounds of Changes / Artwork d. 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				
4. Training 2-Hour Training either in-person or over video conference	$200	Hours	2	$400
5. Others	NA	NA	NA	NA
			Total (S$) :	$11,299

[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.