

Digi-TAC Solution Package Schedule for Approved Vendor

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Solution Package Name & Version Number [1]	Package B
Brief Description of Solution Package (100 words maximum)	<p>MediaPlus Digital is a full-service digital agency in managing clients ranging from small and medium enterprises to large corporations and non-profit organizations.</p> <p>Our digital marketing package includes a 12-month search engine optimization (SEO) service, designed to help you scale your organization and reach specific target markets. Helping you achieve your marketing objectives, using streamlined processes to ensure that campaigns are managed in a professional manner and help you achieve page 1 rankings on Google.</p>
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 (\$)	Unit	Quantity	Subtotal Price (\$)
1. Software	NA	NA	NA	NA
2. Hardware	NA	NA	NA	NA
3. Professional Services <ul style="list-style-type: none"> • 12 months of Search Engine Optimisation (SEO) for 10 keywords <ul style="list-style-type: none"> ○ Alignment on TAC current state and profile of customers <ul style="list-style-type: none"> ▪ Understanding Client's Business Model, Brand Guidelines, 	\$1,399	Months	12	\$16,788

<p>Target Audience & Budget</p> <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 <ul style="list-style-type: none"> • Includes on-page optimisation such as title and meta description updates, sitemap creation, robots.txt update, image alt text and anchor text optimisation • Includes off-page optimisation of building quality backlinks • Includes technical recommendations for client to implement through their own technical team • Includes Google Search Console and Google Analytics monitoring • Includes monthly report via email and quarterly in-depth analysis • 6 pieces of content: 1,000-word article OR infographic with 6 sections (every 2 months) <ul style="list-style-type: none"> ○ Articles includes research for industry specific keywords, ideation of content topics and set up of content calendar and ensuring written content is SEO-optimised, with up to 2 stock images included in each article ○ Infographics includes research for industry topics and ideation based on 				
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<p>provided content such as whitepaper or brief, with custom design based on provided branding guidelines and custom copywriting for a maximum of 6 sections on top of the title and footer sections.</p> <ul style="list-style-type: none"> ○ TAC can choose a mix of content and infographics, with general recommendation being to release 1 piece of content every 2 months 				
4. Training 2-Hour Training either in-person or over video conference	\$200	Hours	2	\$400
5. Others	NA	NA	NA	NA
			Total (\$\$) :	\$17,188

[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.