

## 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/Social Media campaign assistance
<b>Brief Description of Solution Package (100 words maximum)</b>	<p>This package is for businesses to kick start their online presence on Google search engine results pages (SERPs) as well as social media platforms on Facebook and Instagram.</p> <p>Website will be connected to Google Analytics and Google Search Console to track organic traffic data. 3 blog articles will be included.</p> <p>Facebook and Instagram campaigns will be set up, artwork and copy will also be provided to run the ads.</p>
<b>Eligibility Period</b>	11 November 2022 to 10 November 2023
<b>Renewal of Eligibility Period [2]</b>	11 November 2023 to 10 November 2024

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

<b>Item Description</b>	<b>Unit Cost (\$)</b>	<b>Unit</b>	<b>Quantity</b>	<b>Subtotal Price (\$)</b>
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	NA	NA	3 months	\$10,000

<p>- Competitor Ranking Analysis</p> <p>AND</p> <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 style="padding-left: 40px;">b. Digital Marketing Strategy Development</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)cDigital Marketing Campaigns</li> </ul> <p>Search Engine Optimisation</p> <p>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> <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> </ul> </li> </ul>				
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<ul style="list-style-type: none"> <li>- WWW Resolve Optimisation</li> <li>- On Page SEO Content Report (Inclusive of implementation) <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> </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: <ul style="list-style-type: none"> <li>- Creation of Campaign, Ad Set &amp; Ad Copy</li> <li>- Identifying SMA Campaign Objectives</li> <li>- Creation of Target Audience &amp; Bidding Strategy</li> <li>- Drafting of Campaign Captions &amp; Graphic Artwork</li> </ul> </li> </ul> <p>KPI/ROAS:</p> <ul style="list-style-type: none"> <li>- SEO: 30% of Keywords to Rank on Page 1 (Applicable for 6 months campaign period) (Estimated ROAS calculation to be provided upon Project Onboarding)</li> <li>- SMA: 30% to 80% Increase in Social Media Reach (Estimated ROAS calculation to be provided upon Project Onboarding)</li> </ul> <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 &amp; 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  Up to 2 hours training at client's or OOm office, or via google meet video conference</p>	Inclusive	Inclusive	Inclusive	Inclusive
<p>5. Others</p>	NA	NA	NA	NA
			<b>Total (S\$) :</b>	\$10,000

[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.