

<b>Company</b>	Verz Design Pte. Ltd.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Verz Design Digital Marketing Package Version 2 - Package 1 - Alpha - SEM & SMA (3 months)
<b>Appointment Period</b>	13 March 2025 to 12 March 2026
<b>Extended Appointment Period<sup>2</sup></b>	13 March 2026 to 12 March 2027

**Standard Packaged Solution (ie. Minimum items to be purchased)**

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not Applicable		per unit	1.00		
2) Hardware Not Applicable					
3) Professional Services A. Digital Marketing Needs Analysis 3 Months Social Media Management & Advertising for FB&IG or FB&LinkedIn 1) Brand Market/Industry Research & Analysis 2) Understanding Brand Essence through Mission Statement and Corporate Values 3) Perform Target Audience & Insight Analysis 4) Conduct Brand Positioning and Values Proposition Analysis 5) Review Current Brand Communications/ Messaging & Strategy"		per unit	1.00		
And 3 Months Search Engine Marketing 1) Understanding Client's Business Model, Target Audience & Budget 2) Keyword's research and analysis 3) Identifying Potential Existing Landing Pages for SEM Campaign 4) Competitor Analysis					
B. Digital Marketing Strategy Development 3 Months SMA ( FB&IG or FB&LinkedIn) Strategy Report: 1) Digital Marketing Objectives 2) Target Audience Identification & Retargeting 3) Budget Allocation & Optimisation 4) Creative Caption and Design Mock-up for Ads postings 5) Campaign Optimisation		per unit	1.00		
And 3 Months Search Engine Marketing 1) Digital Marketing Objectives 2) Keywords Research & Bidding Strategy 3) Campaign Structuring & Budget Allocation 4) Work Process Plan (Engagement Plan)					

<p>C. Digital Marketing Campaigns  3 Months Social Media Advertising (FB&amp;IG or FB&amp;LinkedIn) Campaign  1) Account Setup  - Ad Account Setup (FB/IG or LinkedIn)  - Setup of Business Manager/Campaign Manager Platform (FB/IG or LinkedIn)  2) Ad Campaign Setup:  - Consultation with campaign specialist prior to launch campaign  - Creation of 6 Ad Campaigns based on 2 Main Target Audience with retargeting  - 1 Ad Copy Designs &amp; Copywriting / Ad Campaign  - Campaign Budget Allocation  3) Dedicated Campaign Specialist to:  - Recommend Best Practices to reach business objectives  - Implement Recommended Marketing Strategies  - Manage Campaign and Ad  - Monitor your Campaigns Closely  - Communicate Effectively with you on Key Learnings &amp; Next Steps  4) Monthly Campaign Reporting &amp; Optimization</p>	per unit	1.00			
<p>3 Months Search Engine Marketing  1) Account Setup  - Google AdWords account set-up  - Google Tag Manager Set-up &amp; installation  - Event tracking &amp; testing (if applicable) via GTM  - Google Analytics Set-up &amp; installation  - Linking of Google ads account to GA  - Goal creation on GA (if applicable)  2) SEM Campaign Setup  - Consultation with campaign manager prior to launch campaign  - Creation of Campaign, Ad Group &amp; Ad Copy(Select campaign if applicable: Search/Display/Shopping/Video/App)  - 6 Ad Campaign Groups  - 1 Ad Copy / Ad Group  - Campaign Budget Allocation  3) SEM Campaign Management &amp; Optimization for 3 Months:  - SEM campaigns optimization and monitoring  - Keyword performance analysis and optimization  - Keywords bid optimization and monitoring  4) Software  Click Fraud Detection Tool  Call Tracking Tool  Landing Page Heatmap &amp; Behavior's Analysis</p>	per unit	1.00			
<p>D. KPI/ROAS  1) SMA: Expedited Increase in Social Media Reach: 30% to 80%, ROAS more than 200% (depending on industry benchmark upon onboarding)  2) SEM: 2.5% - 5% CTR for Search Ads &amp; 0.7% - 2% CTR for Display Ads, ROAS more than 200% (depending on industry benchmark upon onboarding)</p>	per unit	1.00			
<p>E. Digital Assets Creation  Social Media Advertising  - Creation of 6 Ad Design (x4 Static Artwork Design &amp; x2 GIF/Animated Video)  - 2 revisions</p> <p>Search Engine Marketing  - Creation of 1 Informative Landing Page for SEM Campaigns (Inclusive of Copywriting) (if applicable)  - 3 Static/Gif Display Banner Adapted to minimum 2 Google recommended size (if applicable)</p> <p>- Product visual provided by client</p>	per unit	1.00			

F. Review and recommendation					
3 Months Search Marketing Optimization – Monthly Campaign Report					
1) SEM Monthly Campaign Conversion Report					
2) Website Data Analytics Report					
3) Monthly Review and Recommendations Report					
		per unit	1.00		
3 Months Social Media Advertising – Monthly Campaign Report					
1) Social Media Audit and Ad Performance Analysis					
2) SMA Monthly Paid Campaign Report					
3) SMA Recommendations Report					
G. Final Report		per unit	1.00		
H. Development and integration of leads management processes with existing business processes		per unit	1.00		
4) Training Handover Checklist Documentation		per unit	1.00		
5) Others Not Applicable					
<b>Total</b>				\$ 10,000.00	\$ 10,000.00

<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

<sup>2</sup> As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year (“Extended Appointment Period”)

\* Qualifying cost refers to the supportable cost to be co-funded under the grant