

<b>Company</b>	APEC SOLUTIONS PTE. LTD.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM APEC SOLUTIONS DIGITAL MARKETING PACKAGES - SEM & SEO (3 Months)
<b>Appointment Period</b>	17 October 2024 to 16 October 2025
<b>Extended Appointment Period<sup>2</sup></b>	17 October 2025 to 16 October 2026

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not Applicable to Digital Marketing Packages		NA	1.00		
2) Hardware Not Applicable to Digital Marketing Packages		NA	1.00		
3) Professional Services Digital Marketing Needs Analysis In-depth analysis on Company USP, Brand & Budget - Organic search traffic data & keywords rankings - Paid search traffic data & keywords rankings - Backlinks analysis		Per Report	1.00		
Digital Marketing Strategy Development 3 Months Search Engine Marketing (SEM) - Digital Marketing Campaign & Objective Strategy - Proposed Keywords Strategy - Client Engagement plan (Development Timeline) - Proposed KPI/ ROAS		Per Report	1.00		
3 Months Search Engine Optimisation (SEO) - Digital Marketing Campaign & Objective Strategy - Proposed Keywords Strategy - Client Engagement Plan (Development Timeline)					
Digital Marketing Campaign Search Engine Marketing (SEM) - Accounts Setup: - Google Ads account, Setup of conversion tracking, Google Analytics account, Creation and integration of Google Tag Manager, Google Search Console installation (If applicable) - SEM Campaign Setup (Google Search Ads): Choice of 1 campaign objectives (Brand Awareness / Traffic / Lead Generation / Sales Conversion) - Creation of Campaign, Ad Groups and Ad Copy, Campaign Budget Allocation, SEM Campaign Optimization, Negative keywords optimization, Keywords performance analysis, Campaign budget optimization - SEM Campaign Setup (Google Display Ads): - Creation of Campaign, Ad Groups and Ads, Campaign Budget Allocation		Per Month	3.00		

