

<b>Company</b>	W360 Group Pte. Ltd.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM W360 DIGITAL POWER PACK Version 1.0 - SOCIAL + ORGANIC SEARCH - SMA + SEO (3 MONTHS)
<b>Appointment Period</b>	05 September 2024 to 04 September 2025
<b>Extended Appointment Period<sup>2</sup></b>	05 September 2025 to 04 September 2026

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software NA		NA	0.00		
2) Hardware NA		NA	0.00		
3) Professional Services Digital Marketing Needs Analysis: - Market Trends - Company Analysis - Current Marketing Analysis - Digital & Offline Marketing Assets Audit - Digital Presence - Digital Marketing Capabilities Audit - Website Audit - SEO Audit - Competitive Digital Presence Analysis - Digital/ Online Reach Research  Digital Marketing Strategy Development: Digital Marketing Strategy Report - Marketing Objectives & Goals - Campaign KPIs - Focused Products/ Service - Target Audience - Proposed Brand Positioning/ Value Propositions - Proposed Marketing Channels - Campaign Period - Required Digital Assets - Tracking - Proposed Digital Marketing Package - Project Schedule & Onboarding Journey - Client Support & Request Resolution Framework - Dispute/ Conflict Management & Resolution - Understanding Basic Concept Of Proposed Digital Marketing Solution  Digital Marketing Campaign 1: SMA [3 Months] - KPIs*: Minimum 150% ROAS (*KPIs are different across industry and country) Facebook ad account setup & linking Facebook Pixel tracking setup/ implementation 1 to 10 campaigns setup Facebook Ad Campaign Management & Optimization Campaign performance monitoring Budget allocation optimization Audience targeting (location, demographic, interest, behavior, etc) optimization Creative optimization A/B testing for ad creative and targeting		Per Report	1.00		
		Per Report	1.00		
		Per Month	3.00		

<p>Digital Marketing Campaign 2: SEO [3 Months] KPIs*: Minimum 150% ROAS Improved Organic Ranking For At Least 25% Of Focused SEO Keywords + At Least 10% Of SEO Keywords On Page 1 Of Google Organic Search Engine Result Page + Minimum 10% Increase in Organic Traffic/ Leads (*KPIs are different across industry and country) SEO For 1 To 5 Web Pages (Up to 20 Keywords) Google Search Console Setup Google Analytics Setup/ Optimization and Tracking Implementation (if required) Google My Business Listing Setup &amp; Optimization Keywords Research &amp; Analysis Content Gap Analysis &amp; Strategy Website Technical Audit &amp; Optimization On-page Optimization, Including But Not Limited To Meta Implementation &amp; Optimization Quarterly Website Content Audit &amp; Optimization 6 Website Blogs Link Building &amp; Off-Page Optimization Google Organic Algorithms Updates &amp; Changes Monitoring Refining SEO Strategy In Accordance To Performance &amp; Algorithm Changes/ Updates Monitoring of SEO Keywords Ranking</p>	Per Month	3.00		
Digital Assets Creation: Website Blogs x 6 (Up to 500 words per blog)	Per Unit	6.00		
Digital Assets Creation: 1 landing page creation (copywriting of up to 1000 words + design + development) or 1 to 5 Landing Pages Optimization	Per Setup	1.00		
Digital Assets Creation: 1 to 10 single images or 1 to 3 Carousel/ Animated Gif/ Slideshow ad creative development [Visual + Design (Up to 3 frames per Animated Gif ad and up to 20 seconds per Slideshow ad) + Copy Writing (up to 200 words per single image ad/ carousel/ animated/ slideshow ad)	Per Setup	1.00		
Review and recommendation: Monthly SEO report	Per Report	3.00		
Review and recommendation: Monthly Facebook ad report	Per Report	3.00		
Review and recommendation: Monthly review	Per Month	3.00		
Review and recommendation: Final report	Per Report	1.00		
Development and integration of leads management processes with existing business processes	Per Setup	1.00		
4) Training Handover & Training Guide	Per Setup	1.00		
5) Others Not Applicable				
<b>Total</b>			\$ 9,960.00	\$ 9,960.00

<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