

Company	Bluehive Consulting Asia Pte Ltd
Digital Solution Name & Version Number¹	DM Bluehive Consulting Digital Marketing Packages Version 22 - 3.2 - Package 4 - SEO & SMA (3 Months Package)
Appointment Period	15 June 2023 to 14 June 2024
Extended Appointment Period²	15 June 2024 to 14 June 2025

wef. 07 September 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not applicable for Digital Marketing Packages		1	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis a) Client Discovery, Objectives & Current State Analysis b) Digital Marketing Needs Analysis incl Current Social Media Brand Presence, Competitors Analysis & SWOT		per report	1.00		
Digital Marketing Strategy Development: Digital Market Strategy Report (Proposed Solution, Brand Positioning & KPIs Keyword Research & Analysis Target Audience Selection, etc)		per report	1.00		
Digital Marketing Campaigns (SEO One-Time Setup): SSL Security On Website (HTTPS) Creation/ Updating of XML Site Map Creation of User Site Map Submission of Website Indexing		per setup	1.00		
Digital Marketing Campaign (SMA One-Time Setup) Creation/Linking to Social Media Ad Account Set Up CRM System (if applicable) Planning & Developing Campaign Timeline Creation & Installation of Facebook Pixel (if applicable) Conversion Optimisation		per setup	1.00		
Campaign 1: Digital Marketing Campaign (SEO Scope of Work): Google Singapore Search Engine 30 to 60 Keywords On-page SEO Off-page SEO (Link Building) Content Optimisation Local SEO (Goggle My Business Optimisation) Local SEO (Google Map Optimisation) Technical SEO		per month	3.00		
Digital Marketing Campaign (Google My Business Scope of Work): Setup, review, verification and optimisation of Google My Business Account with recommended keywords to optimise profile search Creation of 4 posts per month with creative design and contents Digital Assets Creation 4 posts per month with creative design and captions for Google My Business		per setup	1.00		
Target ROI: Minimum 5 to 10% Keywords in Top/ Page 1 Guarantee (depending on client's industry)					

Campaign 2: Digital Marketing Campaigns (SMA Scope of Work):					
Select any 1 campaign objective - Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions / Catalogue Sales / App Installs Campaign Optimisation (if applicable) - Budget Allocation Optimisation / Interest / Behaviours Target Optimisation / Demographics Targeting Optimisation / Placement Optimisation / Location Optimisation / Creative Optimisation / Ad Copywriting Optimisation / Conversion Tracking / A/B Testing depending on ad budget / Remarketing Target KPI : Min 120% Return on Advertising Spend (this will be discussed during our strategy session with clients, the range will depend on the client's product, promotion and website, etc)	per month	3.00			
Digital Assets Creation: SMA Ad Copywriting SMA Ad Creative (1 to 3 Single Images &/or 1 Carousel/GIF/Slideshow Per Month)					
Dedicated Account Manager (SEO & SMA) Service Support (Email, WhatsApp, Dedicated Phone Number)	per setup	1.00			
Review and recommendation:					
Monthly Performance Report with observation & recommendation	per month	3.00			
End of Project Review and Recommendation: Final Report	per report	1.00			
Development and integration of leads management processes with existing business processes if applicable	per setup	1.00			
4) Training Training Use of Canva to create digital assets / Mailchimp, etc Handover	per setup	1.00			
5) Others Not Applicable					
	Total		\$ 10,000.00	\$ 10,000.00	

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

² 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