



# QUOTE

**Date**  
27 Feb 2023

Digital M Pte Ltd  
The Commerze@ Irving 1  
Irving Place, #09-01  
Singapore 369546

**Expiry**

**Quote Number**  
QU-0086

Company 5  
DM Digital M Digital Marketing Package 5 - SEO + SEM +  
SMM (3 Months)

Description	Quantity	Unit Price	Amount SGD
Digital Marketing Needs Analysis			
Company Analysis Competitor Analysis Digital Asset Analysis	1.00	0.00	0.00
Digital Marketing Strategy Development			
Digital Market Strategy Report (Proposed Solution, Brand Direction/Positioning & KPI)   Keyword Research & Analysis   Target Audience Selection	1.00	0.00	0.00
Digital Marketing Campaign 1:			
SEO Scope Of Work (3 Months): - Keywords: 15 keywords - Target Pages: 2 - 4 pages - Extensive keyword research and analysis - Onsite Optimization - - Implement Search Console to submit XML sitemap, Robot.txt, Fix broken links. - - Implement Google analytics. - - Implement Google friendly titles and descriptions. - - Create internal links - - Update website content if needed - Offsite Optimization - - Sustained link building activity (inclusive of creation of Backlinks with DA20-30+ metrics & 75+ Referring Domains Power / 301 Redirects / Negative SEO Protection)	3.00	500.00	1500.00
KPI: 10% of the keywords rank to 1st page within 3 month			
Digital Assets Creation			
2 blog articles with stock images per month - Minimum of 2 photos, up to 4 photos - Blog article: Update to 500 - 1000 words	6.00	250.00	1500.00
Digital Marketing Campaign 2			
Google Ads Set Up - Set up comprehensive Google Advertisement - Up to 1 - 5 campaigns - Create high conversion ads title and description - Keyword research - Choose 5-10 money keywords	1.00	250.00	250.00

<b>Description</b>	<b>Quantity</b>	<b>Unit Price</b>	<b>Amount SGD</b>
- Create ads extensions			
Scope Of Work			
Google Ads Monthly Management			
- Review keywords search terms, make sure google display the right keywords			
- Review Google recommendations and optimize google ads based on the recommendations	3.00	400.00	1200.00
- Quality Score Optimisation			
- Location Targeting			
- Conversion Tracking			
Target ROAS: 100% - 200%			
Digital Assets Creation			
- SEM Ad Copywriting	1.00	250.00	250.00
- GDN Ad Creative 1 set of minimum 3 recommended sizes (if applicable)			
Digital Marketing Campaign 3			
SMM Scope of Work:			
- Platform: Facebook & Instagram / LinkedIn / Xiao Hong Shu			
- Set Up/Optimize of Social Media Profile			
- 2 - 4 post per month	3.00	500.00	1500.00
- Editorial Calendar			
- Finalised Content Visuals			
- Finalised Caption Copywriting			
- Content Publishing			
Target ROAS: 10%-30%			
Digital Assets Creation			
- Graphic Design x 12	12.00	400.00	4800.00
- Copywriting x 12			
Review and recommendation			
Review and recommendation: Monthly Performance Report with observation & recommendation	3.00	0.00	0.00
Final Report	1.00	0.00	0.00
Development and integration of leads management processes with existing business processes	1.00	0.00	0.00
Training	1.00	0.00	0.00
Handover Checklist Documentation			
		Subtotal	11000.00
		<b>TOTAL SGD</b>	<b>11000.00</b>

## Terms of the Agreement

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This Agreement is made as of the Acceptance Date between Digital M Pte Ltd and the Client.

### General Agreement

Digital M will provide the digital services for the Client in accordance with the proposal above. By signing this Agreement, Client acknowledges that they are purchasing the items in this proposal. By signing this Agreement, Client acknowledges and agrees to abide by our Terms of Service.

### Payment Terms (Unless otherwise stated in the contract)

The client is to make payment stated in the contract within 14 calendar days, payment not done within 14 calendar days will be considered as late payment. There may be a late administrative fee of 2% of the total outstanding amount for late payments.

### Charges

Client shall be responsible for additional payments for changes requested by Client in original assignment. Invoices may include and Client shall be obliged to pay fees / expenses that were orally authorized in order to progress promptly with work.

### Dispute Resolution

The Parties desire that all disputes between them arising from or in connection with this Agreement shall be settled promptly in good faith and through friendly negotiations. If an amicable settlement or conclusion cannot be reached by the parties within (30) days from the date on which the dispute arises, a party may (but shall not be obliged to) commence court proceedings to settle such dispute. The parties agree to submit to the non – exclusive jurisdiction of the Singapore courts.

### Project Termination

If the project is terminated, Digital M has the right to bill the client based on the amount of work done. In the event, if the initial non-refundable deposit has not been received by Digital M. Digital M will also be paid the initial non-refundable deposit due to the fact that this contract has been signed and accepted by the client.

Digital M reserves the right to terminate any existing work stated in this contract if the payment is not received on time.

Prepared by:



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Hannah Wang  
Director

Accepted by:

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Name:  
Designation: