

# Digital M

AMOUNT (SGD)	10,300.00
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Bill To	Package 4 DM Digital M Digital Marketing Packages - Package 4 - SEO + Content Management (6 months) ,
Summary	DM Digital M Digital Marketing Packages - Package 4 - SEO + Content Management (6 months) ,

#	Item / Description	Qty	Unit Price	Amount (SGD)
1	Digital Marketing Needs Analysis	1.00	0.00	0.00
	Company Analysis Competitor Analysis Digital Asset Analysis per set up			
2	Digital Marketing Strategy Development	1.00	0.00	0.00
	Digital Market Strategy Report (Proposed Solution, Brand Direction/Positioning & KPI)   Keyword Research & Analysis   Target Audience Selection  per set up			

#	Item / Description	Qty	Unit Price	Amount (SGD)
3	<b>Digital Marketing Campaign 1</b>  <b>SEO Scope Of Work</b> - Keywords: 20 keywords - Target Pages: 4 - 8 pages - Extensive keyword research and analysis - Onsite Optimization - - Implement Search Console to submit XML sitemap, Robot.txt, Fix broken links. - - Implement Google analytics. - - Write 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)  <b>KPI10% of the keywords rank to 1st page within 6 month and 100% to 300% ROAS (depending on industry, price point, products/services)</b>  per month	6.00	700.00	4,200.00
4	<b>Digital Assets Creation</b>  <b>3 onsite blog articles with stock images per month</b> - Minimum of 3 photos, up to 6 photos - Blog article: Up to 1000 words per unit	18.00	200.00	3,600.00
5	<b>Digital Marketing Campaign 2</b>  <b>Scope Of Work: Content Management</b> - Topic recommendation - Creation of premium article for media usage - Article Optimisation  <b>Target KPI: Distribution of article to at least 80 websites, Local &amp; International (e.g. Yahoo, AsiaOne etc.)</b> per set up	1.00	2,000.00	2,000.00
6	<b>Digital Assets Creation</b>  <b>1 Premium Article for Media</b> - Minimum of 1 photos, up to 2 photos per unit	1.00	500.00	500.00
7	<b>Review and recommendation</b>  <b>Monthly Performance Report with observation &amp; recommendation</b> per month	6.00	0.00	0.00
8	<b>Final Report</b>  per set up	1.00	0.00	0.00

#	Item / Description	Qty	Unit Price	Amount (SGD)
9	Training	1.00	0.00	0.00
	Handover Checklist Documentation per set up			
Subtotal				10,300.00
TOTAL (SGD)				10,300.00
BALANCE DUE (SGD)				10,300.00

Notes

Terms of the Agreement

This Agreement is made as of the Acceptance Date between Digital M Pte Ltd ("Digital M") and the Client. It outlines the scope of services, payment obligations, and mutual responsibilities agreed upon by both parties.

1. General Agreement

Digital M agrees to provide the digital marketing services as described in the approved proposal. By signing this Agreement, the Client confirms their commitment to the scope, deliverables, and pricing specified. The Client also acknowledges and agrees to comply with Digital M's Terms of Service.

2. Payment Terms (Unless otherwise stated in the contract)

All invoices are payable within 14 calendar days from the date of issue.  
Digital M Pte Ltd. Payments not received within this timeframe will be considered late, and a late administrative fee of 2% of the total outstanding amount may apply. Digital M reserves the right to suspend ongoing work or withhold deliverables in the event of delayed payment.

3. Charges and Amendments

Any additional requests or revisions outside the original scope of work will be subject to additional charges. Verbal or email approvals from the Client will be deemed valid for progressing with additional work. Invoices may reflect any such agreed-upon extensions or modifications.

4. Service Level Agreement (SLA)

Digital M aims to deliver all services at high-performance standards. The following support and SLA terms apply:

Support Hours: 9:00 am to 6:00 pm, Monday to Friday (except weekends & public holidays)  
Response Time: Within 1 business day for all support-related queries.  
Resolution Time: Issues will be resolved within 3–5 business days, depending on complexity. Critical issues will be prioritised and addressed promptly.

Any urgent requests outside support hours may be subject to additional charges.

5. Confidentiality

Both parties agree to maintain strict confidentiality regarding all information shared throughout the course of the project. Neither party shall disclose confidential business, technical, or operational information to third parties without prior written consent, except as required by law.

6. Data Ownership

All final deliverables produced and paid for under this agreement shall be the property of the Client. However, Digital M reserves the right to retain and use anonymized versions of the work for portfolio and marketing purposes unless otherwise agreed in writing.

7. Dispute Resolution

The Parties agree to follow a structured, two-stage conflict management process for resolving any disputes arising out of or in connection with this Agreement.

Level 1 – Internal Resolution with the Digital Marketing Manager  
Level 2 – Management Escalation: If the matter remains unresolved, by the Digital Marketing Director.

If, after both levels of internal resolution, the Client's concerns remain unresolved, Digital M may offer to redo the campaign or provide a partial or full refund, as mutually agreed in writing.

8. Termination Clause

Either party may terminate this agreement with 14 calendar days' written notice.  
In the event of termination, the Client will be invoiced for all work completed up to the termination date.

If the project is terminated before payment of the initial non-refundable deposit, the deposit remains payable due to the commitment outlined in this signed agreement.

Digital M also reserves the right to terminate the agreement immediately if there is a breach of terms, non-payment, or unethical behaviour by the Client.



Reference	INV-14/07/2025-25		
Date	15 May 2025		
AMOUNT DUE (SGD)	10,300.00	ACCEPTED BY / Date	AUTHORIZED BY / Date