

BUDGET OVERVIEW & SERVICES PRICE MENU | **NOT STARTED** (PENDING SCOPE / BUDGET ALIGNMENT)

STAGE 06. 2025 MARKETING STRATEGY	INDICATIVE BUDGET RANGE (SGD)	TIMING
Phase 6.1: Business Strategy & Commercial Objective Setting	\$300-\$500	1-2 weeks
Phase 6.2: Operations Feasibility Review & Resource Alignment	\$200-\$400	1-2 weeks
Phase 6.3: 2025 Marketing Strategy, Timeline, Key Messages, KPI & ROI Targets, 12-Month Content Calendar, & Budget	\$800-\$1,500	1-2 weeks
Phase 6.4: Key Stakeholder Review, Revisions, Finalization, & Strategy / Budget Sign-Off	\$500-\$800	1 week
STAGE 06 SUBTOTAL	\$1,800-\$3,200	4-7 WEEKS

**N.B.** Initial marketing initiative and completed parts of the brand identity system can be launched while the marketing strategy is being developed.

BUDGET OVERVIEW & SERVICES PRICE MENU| **NOT STARTED** (PENDING SCOPE / BUDGET ALIGNMENT)

STAGE 07. MONTHLY RETAINER: MARKETING, SOCIAL MEDIA, & CONTENT CREATION

BUDGET  
(SGD)

IMPORTANT NOTES

Overall Marketing Champion

Take a proactive lead in conceptualizing marketing, promotional, and brand activation initiatives, collaborating closely, aligning with, and seeking buy-in from Management and key internal stakeholders, ensuring proper planning, budgeting, and project management, and energizing and inspiring our team and customers as we amplify the Little Italy brand across all channels, including online and real world.

- Includes one round of work, presentation, and feedback per phase. Additional rounds of feedback / amendments will be quoted for separately, on sight of requirements.
- Excludes all external costs and third-party fees, including, but not limited to stock asset licensing (imagery, video, audio, etc.), photoshoots, video production, print production, specialist programming & systems integration support, hosting, and software subscriptions / platform fees.
- Third-party systems and booking platforms may require separate setup, configuration, and data entry fees. These will be quoted for, if required.

2025 Marketing Strategy Implementation

In close collaboration with the Management and key stakeholders, to be be responsible for implementing the marketing strategy and guiding launch of the refreshed brand identity system, ensuring the timeline and budget are followed, and achieving / adjusting / optimizing the annual KPI and ROI targets to meet the business’s commercial imperatives.

- Includes one round of work, presentation, and feedback per phase. Additional rounds of feedback / amendments will be quoted for separately, on sight of requirements.
- Excludes all external costs and third-party fees, including, but not limited to stock asset licensing (imagery, video, audio, etc.), photoshoots, video production, print production, specialist programming & systems integration support, hosting, and software subscriptions / platform fees.
- Third-party systems and booking platforms may require separate setup, configuration, and data entry fees. These will be quoted for, if required.

Creative Director & Content Creation

Overall lead of creative and design development from brand strategy level to creating and managing weekly social media posts with the objective of driving a positive step change in the branding of Little Italy.

- Includes one round of work, presentation, and feedback per phase. Additional rounds of feedback / amendments will be quoted for separately, on sight of requirements.
- Excludes all external costs and third-party fees, including, but not limited to stock asset licensing (imagery, video, audio, etc.), photoshoots, video production, print production, specialist programming & systems integration support, hosting, and software subscriptions / platform fees.
- Third-party systems and booking platforms may require separate setup, configuration, and data entry fees. These will be quoted for, if required.

Social Media Management & Customer Engagement

Manage all social media channels, in alignment with venue marketing and other channels, including being on standby for guest and / or IT issues that require escalation.

- Includes one round of work, presentation, and feedback per phase. Additional rounds of feedback / amendments will be quoted for separately, on sight of requirements.
- Excludes all external costs and third-party fees, including, but not limited to stock asset licensing (imagery, video, audio, etc.), photoshoots, video production, print production, specialist programming & systems integration support, hosting, and software subscriptions / platform fees.
- Third-party systems and booking platforms may require separate setup, configuration, and data entry fees. These will be quoted for, if required.

Stock Asset Licensing Reserve

Every effort will be taken to utilize stock images, video, audio, etc, included with Adobe Express or other free assets, but there may be times when we will need to license stock assets - these will be quoted and submitted for approval before insuring any costs.

TBC

STAGE 07 SUBTOTAL (EXCLUDING STOCK ASSETS, SYSTEM SUBSCRIPTIONS, AND ALL OTHER 3RD PARTY COSTS)

\$2,500 / MONTH