BUDGET OVERVIEW & SERVICES PRICE MENU | IN-PROGRESS (PENDING DESIGN FEEDBACK & SCOPE / BUDGET ALIGNMENT)

STAGE 03. MARKETING & BRAND TOUCHPOINTS (Little Italy team to select items for Fire Maverick to scope and provide detailed cost estimate)	INDICATIVE BUDGET RANGE (SGD)	TIMING (can run concurrently)	IMPORTANT NOTES
Website Functional specifications, content & copywriting, UX & wireframing, UI design concept, development, and finalization, integration with social media, CRM, email marketing, reservations & online ordering, technical build & testing, launch and onboarding.	**$3,500-$6,000**	**2-6 WEEKS**	• 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.
Menu Strategic content restructuring (with cross / up-selling), copywriting, concept creation, design development, design finalization, and final artwork, photography styling (stock or photoshoot), commercial calls-to-action / social sharing, production coordination.	**$2,000 - $3,000**	**2-4 WEEKS**	• 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.
Current Social Media Platforms (Instagram, Facebook, & WhatsApp) Review current performance analytics & advertising budget, current ROI analysis, define target audiences for targeting, consolidate existing accounts into single brand account per platform, define role / content requirements / optimal engagement strategies per platform, align on KPIs / ROI targets, setup meta pixel for detailed reporting & analytics, integrate platforms with dam and social media content calendar.	**$500 - $1,000**	**2-3 WEEKS**	• 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.
New Social Media Platforms (TikTok, Google Search / Google Ads, YouTube) Setup business / brand accounts on top social media platforms, establish Singapore F&B performance benchmarks, define target audiences for targeting, define role / content requirements / optimal engagement strategies per platform, align on KPIs / ROI targets, setup tracking pixels for detailed reporting & analytics, integrate platforms with DAM and social media content calendar.	**$1,000 - $1,500**	**2-4 WEEKS**	• 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.

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CRM & Email Review current CRM and email marketing platform to determine fit-for-purpose, review and clean customer data to ensure accuracy, integrate with DAM and social media calendar, integrate with website, integrate with social media platforms, advise on integration with restaurant POS system, setup loyalty and e-gift card capabilities (can be activated at a later date), setup and configure targeted customer promos (e.g. birthdays, anniversary's, long time lapsed between visits), setup and configure automated email actions (e.g. thank you's, feedback / review requests), establish SOPs for driving guest data collection, design range of email marketing templates for easy email campaign launches.	**$500-$1,500**	**2-3 WEEKS**	• 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.
Marketing & Brand Touchpoints Design marketing touchpoints for in-venue marketing, including table talkers, promo posters, event collateral (e.g. Aperol Spritz nights), integrate design templates into DAM for alignment with all other touchpoints and efficient an timely management of marketing drives, ensure all touchpoints are integrated into the customer journey with call-to-actions, QR codes for further exploration, and legibility, review and align the designs of in-venue touch points, including, placemats, napkins, staff uniforms, check presenters, etc.).	**$500-$2,500**	**1-3 WEEKS**	• 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.
Takeaway & Delivery Packaging Revamp the designs of all takeaway and delivery packaging to fully leverage these to engage, up-sell, and drive repeat business with call-to-actions, easy-order QR codes, humors design elements, ability to support short-term promotions (e.g. via additional QR code stickers), 'second life' exposure of wine carriers, gamification of the dine-out experience, and incentivizing social sharing and online reviews.	**$500-$800**	**WEEKS**	• 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.

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