

Company	Firstcom Solutions Pte Ltd
Digital Solution Name & Version Number¹	DM Firstcom Digital Marketing Programme - Social Media Brand Awareness & Lead Generation
Appointment Period	30 December 2021 to 29 December 2022
Extended Appointment Period²	30 December 2022 to 29 December 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable					
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis					
Pre-commencement Scoping & Consultancy Digital Marketing Roadmap Planning & Projection		Per Unit	1.00		
Digital Marketing Strategy Development					
Setting up of Business Social Media Platforms and required tools (FaceBook Business Page, Facebook Ad Manager, Facebook Business Manager, Instagram Business Page, Google Analytics) Brand Identity Guide Project Brief that includes full company information and campaign information Content Proposal with planned artworks, ads and proposed scheduled dates for postings and campaigns		Per Unit	1.00		
Digital Marketing Campaigns					
Execution of 2 x Ad Campaigns with proposed ad format, ad asset, target audience selection and ad budget recommendation with projection Hand holding and training of platform's usage with execution of 2 Campaigns and 16 Postings over a 2 Months Duration		Per Unit	1.00		
Digital Assets Creation					
16 x Artworks for Postings 2 x Ad Assets for Campaigns Photography (1/2 Day Shoot)					
- Up to 10 Product Shoot with white background or - Up to 5 Mood Shots		Per Unit	1.00		
-Raw and edited files will be provided in softcopy format Videography (1/2 Day Shoot)					
- 1 x Up to 1 Minute Video					
- Raw and edited files will be provided in softcopy format					
Review and Recommendation					
Monthly post campaign review and recommendation for future optimisation		Per Unit	1.00		

Development and integration of leads management processes with existing business processes					
		Per Unit	1.00		
Extraction of leads and populating into Google sheets for tracking / Integration with FirstCRM for lead management (if applicable)					
4) Training					
Final Review & Handover					
Target ROAS: 1.5x - 2x (Actual estimation will be provided during project commencement based on product, pricing and call-to-action methods)		Per Unit	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