

Company	Bluehive Consulting Asia Pte Ltd
Digital Solution Name & Version Number¹	DM Bluehive Consulting Digital Marketing Packages Version 22 - 3.2 - Package 4 - SMM & SMA (3 Months Package)
Appointment Period	15 June 2023 to 14 June 2024
Extended Appointment Period²	15 June 2024 to 14 June 2025

wef. 17 October 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not applicable for Digital Marketing Packages	\$ 0.00	NA	0.00	\$ 0.00	
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis a) Client Discovery, Objectives & Current State Analysis b) Digital Marketing Needs Analysis incl Current Social Media Brand Presence, Competitors Analysis & SWOT	\$ 1,000.00	per report	1.00	\$ 1,000.00	
Digital Marketing Strategy Development: Digital Market Strategy Report (Proposed Solution, Brand Positioning & KPIs Target Audience Persons Content Pillars Proposed Product or Service Strategy Proposed Influencers Collaboration & Ad Budget	\$ 1,000.00	per report	1.00	\$ 1,000.00	
Digital Marketing Campaigns (Tiktok Account Setup): Setup of Tiktok Business Account and Tiktok Shop if required	\$ 200.00	per setup	1.00	\$ 200.00	
Digital Marketing Campaign 1 (SMM Scope of Work) Tiktok Organic Marketing: 1 Filming Session (up to 4 Hours) with video editing (does not include venue, influencers' fees, etc)	\$ 1,500.00	per setup	1.00	\$ 1,500.00	
Digital Marketing Campaign 1 (SMM Scope of Work) Tiktok Organic Marketing : 4 to 8 Posts (various formats including videos or static posts Content Formats (TikTok Video Clips) KPI: Target CTR 1 - 5% (depending on industry) Copywriting (limited to 400 words) Proposed #tag and music Trending topic research Designing video images cover page and TikTok post Video ideation, storyboarding, and post-production Video to SKU link for direct purchase (if available) Digital Assets Creation: 12 to 24 including videos or static posts	\$ 1,000.00	per month	3.00	\$ 3,000.00	
Digital Marketing Campaign 2 (SMA Scope of Work) Tiktok Advertising Campaign: 1 Filming session (2hr). Setup and management of Tiktok Ad account. Setup of Ad Campaign Objectives, Demographics according to targeted viewers' persona, Performance Tracking of Ad Spend and providing report and recommendation KPI: 150% to 300% ROAS (depending on client's industry / offer, etc)	\$ 2,200.00	per setup	1.00	\$ 2,200.00	
Digital Assets Creation: 1 to 3 posts including videos or static posts with copywriting					

Dedicated Account Manager (SMM & SMA) Service Support (Email, WhatsApp, Dedicated Phone Number)	\$ 0.00	per setup	1.00	\$ 0.00	
Review and recommendation: Monthly Performance Report with observation & recommendation	\$ 200.00	per month	3.00	\$ 600.00	
Final Report Review & Recommendations with Final Report	\$ 200.00	per report	1.00	\$ 200.00	
4) Training Training Use of Canva or Capcut to create digital assets Handover of Digital Assets	\$ 300.00	per setup	1.00	\$ 300.00	
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