

ANNEX 3

wef. 10 August 2023**Standard Packaged Solution (ie. Minimum items to be purchased)**

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost *
1) Software Not applicable to Digital Marketing Packages		NA	0.00		
2) Hardware Not applicable to Digital Marketing Packages		NA	0.00		
3) Professional Services Digital Marketing Needs Analysis - Business and Brand Analysis - Review Objectives, Target Audience, Current Digital Marketing efforts and presence - Social Media Analysis and Audit - Competitor Analysis		Per Report	1.00		
Digital Marketing Strategy Development - Campaign Objectives - Campaign Messaging - Target Audience and Persona - Art Direction (Moodboard) - Art Direction (Photography) - Recommendations - Campaign Schedule		Per Report	1.00		
Digital Marketing Campaigns SOCIAL MEDIA MARKETING (SMM) Social Media Consultation (1 online session, 30-minute to 1-hour) Social Media Campaign Strategy Social Media Content Calendar Development (2 months) Social Media Performance Report (2 months) 8 x Posts creations (cross-post on 2 platforms*) per month 1 x Work-In-Progress Meeting (1 online session, 30-minute to 1-hr session) *select 2 from 3 social media platforms: Facebook, Instagram, LinkedIn		Per Month	2.00		
Digital Marketing Campaigns SOCIAL MEDIA ADVERTISING (SMA) •FB Pixels Creation & Implementation •Event Tracking & Testing (if applicable) via FB Pixels •Setup social media operating procedures •Media Buy Plan & Persona research •Facebook/Instagram/LinkedIn** Ads and Analytics linking •Setup 1 to 3 Ad Group per campaign •Setup 1 to 3 Ads Copy per Ad Group •Ad adaptation creation from SMM •Budget Division & Bid Setup •A/B Campaign Testing •Monthly Report & Review •Exclude Media Budget **select 1-2 from 3 social media platforms: Facebook, Instagram, LinkedIn		Per Month	2.00		

KPIs SMM/SMA: Target increase of 20% to 90% in Brand Awareness via Social Media Reach (Estimated ROAS calculation to be provided upon Project Onboarding, range of 1.2x to 3x depending on industry, product/service, offer and ad budget) Digital Assets Creation SMM: Social Media Branding and Artwork Guide SMM: 8 x Posts creations (cross-post on 2 platforms*) per month (1 to 2 revisions per creation) SMM: 10 artwork creations per month (using client's assets or 1 to 5 stock images from MediaOne library; 1 to 2 revisions per creation) Review and recommendation Social Media Marketing Monthly Report and Review Social Media Advertising Monthly Report and Review Final Project Report Development and integration of leads management processes with existing business processes Not applicable	Per Campaign	1.00		
	Per Report	1.00		
	Per Month	2.00		
	Per Month	2.00		
	Per Report	2.00		
	Per Report	2.00		
	Per Report	1.00		
	NA	0.00		
	Per Setup	1.00		
	NA	0.00		
4) Training Handover Checklist Documentation				
5) Others Not applicable to Digital Marketing Packages				
Total			\$ 7,900.00	\$ 7,900.00

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