

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

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		1	1.00		
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		per report	1.00		
Digital Marketing Strategy Development: Digital Market Strategy Report (Proposed Solution, Brand Positioning & KPIs Keyword Research & Analysis Target Audience Selection, etc)		per report	1.00		
Digital Marketing Campaigns (SMA One-Time Setup): Creation/Linking to Social Media Ad Account Set Up CRM Leads Collection (if applicable) Planning & Developing Campaign Timeline Creation & Installation of Facebook Pixel (if applicable) Conversion Optimisation		per setup	1.00		
Digital Marketing Campaign (SEM One-Time Setup): Creation of Multiple Ad Groups Linking to Google Ads Account Linking to Google Analytics Conversion Tracking Set Up		per setup	1.00		
Digital Marketing Campaigns (SMA Scope of Work): Select any 2 campaign objectives - Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions / Catalogue Sales / App Installs Campaign Optimisation (if applicable) - Budget Allocation Optimisation / Demographics Targeting Optimisation / Placement Optimisation / Location Optimisation / Conversion Tracking / A/B Testing / Remarketing		per unit	2.00		
Target KPI : Min 120% Return on Advertising Spend (this will be discussed during our strategy session with clients, the range will depend on the client's product, promotion and website, etc)					
Digital Marketing Campaigns (Content Marketing Scope): 1) 4 to 8 Organic FB/IG posts per month with design & copy		per month	3.00		
Digital Assets Creation: SMA Ad Copywriting SMA Ad Creative (1 to 3 Single Images or Carousel/GIF/Slideshow / Video Per Campaign with caption and designs		per campaign	2.00		
Organic FB/IG posts with 4 to 8 posts with captions and designs per month		per month	3.00		

<p>Campaign 2: Digital Marketing Campaigns (SEM Scope of Work):</p> <p>Select any 1 campaign type - Search / Display / Video / Shopping / App Google Ads Optimisation (if applicable) - Ad Copywriting Optimisation / Keywords Optimisation / Ad Devices And Sceduling Optimisation / Demographics Targeting / Building of Negative Keyword List / A/B Testing / Quality Score Optimisation / Location Targeting / Conversion Tracking Target KPI : Min 120% Return on Advertising Spend (this will be discussed during our strategy session with clients, the range will depend on the client's product, promotion and website, etc) Target KPIs: CTR of 2% to 5%</p> <p>Digital Assets Creation: 1 Copywriting for SEM Ad (Includes generation of Responsive Search Ad Headline & Description, if necessary)</p> <p>Dedicated Account Manager (SMA & SEM) Service Support (Email, WhatsApp, Dedicated Phone Number)</p> <p>Review and recommendation: Monthly Performance Report with observation & recommendation</p> <p>End of Project Review and Recommendation: Final Report</p> <p>Development and integration of leads management processes with existing business processes if applicable</p>					
	per unit	1.00			
	per quarter	1.00			
	per setup	1.00			
	per unit	3.00			
	per report	1.00			
<p>4) Training Training Use of Canva to create digital assets / Mailchimp, etc Handover</p>	per setup	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