

Company	Bluehive Consulting Asia Pte Ltd
Digital Solution Name & Version Number¹	DM Bluehive Consulting Digital Marketing Packages Version 22 - 3.2 - Package 5 - SMA + Creative Video on Youtube / Tiktok (3 Months Packag
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	1	1.00	\$ 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 (FB / IG) Presence & Competitors Analysis, SWOT	\$ 1,000.00	per report	1.00	\$ 1,000.00	
Digital Marketing Strategy Development a) Social Media Management (FB/IG/Youtube) Strategy Report: i) Digital Marketing Objectives ii) Target Audience and Personas iii) Brand Positioning & Creative Inspirations iv) Tone of Voice v) Define objectives and Content Strategy for Video Marketing	\$ 1,000.00	per report	1.00	\$ 1,000.00	
Digital Marketing Campaigns (FB / IG) a) Setup of Facebook Business Page b) Setup of Instagram Business Page c) Setup of Youtube Channel / Tiktok (if necessary)					
Digital Marketing Campaigns 1: i) 2 Brand Awareness Ad Campaigns on Facebook or IG 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)	\$ 1,500.00	per unit	2.00	\$ 3,000.00	
Digital Assets Creation 3 to 9 Facebook / IG Posts (artwork design + caption)					
Digital Marketing Campaigns 2: ii) 1 Creative Video Marketing Campaign: Video Ideation, Production, Storyboarding and scripting on Youtube or Tiktok 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)	\$ 3,500.00	per unit	1.00	\$ 3,500.00	
Digital Assets Creation 1 minute video with music & subtitles (voiceover or talents not inclusive) OR 30 to 50 High Resolution Photos (1920 x1080 px) Photography at client's location or photoshoot studio					
Dedicated Account Manager Support (Whatsapp, Email & Dedicated Phone Number)	\$ 0.00	per setup	1.00	\$ 0.00	

Review and recommendation					
Monthly Review & Reporting: Post Campaign Report with Recommendations	\$ 200.00	per unit	2.00	\$ 400.00	
End of Project Review and Recommendation: Final Project Report	\$ 400.00	per report	1.00	\$ 400.00	
Development and integration of leads management processes with existing business processes	\$ 200.00	per setup	1.00	\$ 200.00	
4) Training Training Use of Canva to create digital assets / Mailchimp, etc Handover	\$ 500.00	per setup	1.00	\$ 500.00	
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