

<b>Company</b>	The Assets Management Pte. Ltd.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM TAM Digital Marketing Packages - Digital Presence Booster - FB/IG SMM + SMA (3 months)
<b>Appointment Start Date</b>	26 June 2025

**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 Profiling • Current Digital Asset Analysis • Competitive Analysis • Digital Marketing Needs Survey		Per Report	1.00		
Digital Marketing Strategy Development • Marketing Objectives & Goals • Target Audience • Content Planning • Project Budget • Client Engagement Plan		Per Report	1.00		
One-Time Setup of Accounts • Gmail • Google My Business • Google Drive • Facebook Business Manager + Ad Account • Instagram • Linktree • Canva • WhatsApp for Business (if applicable)		Per Unit	1.00		
Digital Marketing Campaigns 3 months Social Media Marketing • Social Media Marketing - 8x Organic Posts/Month - Monthly Content Calendar - Platform: Facebook + Instagram		Per Month	3.00		
• KPI/ROAS: - Minimum 300 Reach					
3 months Social Media Advertising Campaign • Social Media Advertising - Campaign 1 - Platform: Facebook/Instagram - Creation of Campaign, Ad Set, Ad Copy and Design - Creation of Target Audience & Bidding Strategy - Identify Campaign Objective - Interests/Behaviours Targeting Optimisation - Budget Allocation Optimisation - Audience List Optimisation - Campaign Optimisation and Monitoring - Remarketing and retargeting		Per Unit	1.00		

<ul style="list-style-type: none"> <li>• Social Media Advertising - Campaign 2</li> <li>- Platform: Facebook/Instagram</li> <li>- Creation of Campaign, Ad Set, Ad Copy and Design</li> <li>- Creation of Target Audience &amp; Bidding Strategy</li> <li>- Identify Campaign Objective</li> <li>- Interests/Behaviours Targeting Optimisation</li> <li>- Budget Allocation Optimisation</li> <li>- Audience List Optimisation</li> <li>- Campaign Optimisation and Monitoring</li> <li>- Remarketing and retargeting</li> </ul> <ul style="list-style-type: none"> <li>• Social Media Advertising - Campaign 3</li> <li>- Platform: Facebook/Instagram</li> <li>- Creation of Campaign, Ad Set, Ad Copy and Design</li> <li>- Creation of Target Audience &amp; Bidding Strategy</li> <li>- Identify Campaign Objective</li> <li>- Interests/Behaviours Targeting Optimisation</li> <li>- Budget Allocation Optimisation</li> <li>- Audience List Optimisation</li> <li>- Campaign Optimisation and Monitoring</li> <li>- Remarketing and retargeting</li> </ul> <ul style="list-style-type: none"> <li>• Social Media Advertising - Campaign 4</li> <li>- Platform: Facebook/Instagram</li> <li>- Creation of Campaign, Ad Set, Ad Copy and Design</li> <li>- Creation of Target Audience &amp; Bidding Strategy</li> <li>- Identify Campaign Objective</li> <li>- Interests/Behaviours Targeting Optimisation</li> <li>- Budget Allocation Optimisation</li> <li>- Audience List Optimisation</li> <li>- Campaign Optimisation and Monitoring</li> <li>- Remarketing and retargeting</li> </ul> <ul style="list-style-type: none"> <li>• KPI/ROAS:</li> <li>- Overall KPI across all 4 campaigns. Minimum 100% ROAS (Conversion includes private messages and enquiries. KPIs differ based on industry. Final KPIs range will be discussed and finalised during project commencement)</li> </ul> <p>Digital Assets Creation</p> <ul style="list-style-type: none"> <li>• Social Media Marketing</li> <li>- 8x Organic Feed/Stories Post on Facebook + Instagram</li> <li>- Mixture of Static Images and Short Visual Video</li> </ul> <ul style="list-style-type: none"> <li>• Social Media Advertising</li> <li>- 1x Set of Ad Creative + Copywriting</li> <li>- 1 to 3 Static Images OR up to 15 seconds Visual/ Animation Video</li> <li>- Responsive Ad Formats</li> </ul> <ul style="list-style-type: none"> <li>• Other Digital Assets</li> <li>- 1x Brand Style Guide (If applicable)</li> <li>- 1x Optimised Profile Picture</li> </ul> <ul style="list-style-type: none"> <li>• Studio Quality AI Spokesperson Video</li> <li>- 2x up to 30 seconds 16:9 Video with a choice of English or Mandarin</li> </ul> <p>Review and recommendation</p> <ul style="list-style-type: none"> <li>• 3x Monthly Review Report</li> <li>• 1x Final Campaign Report</li> </ul> <p>Development and integration of leads management processes with existing business processes: Extraction of leads and populating into Google Sheet</p>					
	Per Unit	1.00			
	Per Unit	1.00			
	Per Unit	1.00			
	Per Unit	3.00			
	Per Unit	4.00			
	Per Unit	2.00			
	Per Report	4.00			
	Per Setup	1.00			
	Per Setup	1.00			
4) Training					
<ul style="list-style-type: none"> <li>• Digital Assets Handover</li> <li>• Training Guide</li> </ul>	Per Setup	1.00			
5) Others					
Not applicable to Digital Marketing Packages	NA	0.00			

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<b>Total</b>	\$ 9,400.00	\$ 9,400.00
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- <sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999
- \* Qualifying cost refers to the supportable cost to be co-funded under the grant