

Company	The Assets Management Pte. Ltd.
Digital Solution Name & Version Number¹	DM TAM Digital Marketing Packages - Digital Presence Booster - FB/IG SMA (2 months)
Appointment Start Date	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		
2 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		
• Social Media Advertising - Campaign 2 - 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"> • Social Media Advertising - Campaign 3 - 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 <p>• KPI/ROAS:</p> <ul style="list-style-type: none"> - Overall KPI across all 3 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) <p>Digital Assets Creation</p> <ul style="list-style-type: none"> • Social Media Advertising - 1x Set of Ad Creative + Copywriting - 1 to 3 Static Images OR up to 15 seconds Visual/ Animation Video - Responsive Ad Formats <p>• Other Digital Assets - 1x Brand Style Guide (If applicable) - 1x Optimised Profile Picture</p> <p>• Studio Quality AI Spokesperson Video</p> <ul style="list-style-type: none"> - 1x up to 30 seconds 16:9 Video with a choice of English or Mandarin <p>Review and recommendation</p> <ul style="list-style-type: none"> • 2x Monthly Review Report • 1x Final Campaign Report <p>Development and integration of leads management processes with existing business processes:</p> <p>Extraction of leads and populating into Google Sheet</p>					
		Per Unit	1.00		
		Per Unit	3.00		
		Per Unit	1.00		
		Per Report	3.00		
4) Training		Per Setup	1.00		
		Per Setup	1.00		
5) Others		NA	0.00		
Total				\$ 6,900.00	\$ 6,900.00

¹ A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

* Qualifying cost refers to the supportable cost to be co-funded under the grant