Company	BENCHMARKING PTE. LTD.					
Digital Solution Name & Version Number <sup>1</sup>	DM Benchmarking Social media packages - TIKTOK SHORT VIDEO MARKETING SMM +SMA (3 MONTHS)					
Appointment Start Date	05 September 2024					

wef. 07 August 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 - Review business needs - Study marketing context - Competitor analysis - Target customer identification - Analyse Digital presence		PER REPORT	1.00		
	Digital Marketing Strategy Development - Propose marketing strategy based on SME products or services - Create TikTok Shop Account - Create TikTok VIdeo Account - Propose KPI for based on SME products or services - Confirm the project timeline with SME - Setup TikTok Ads Account		PER REPORT	1.00		
	Campaign 1: TikTok Short Video Marketing Campaign SMM (4 Videos) Scope of work - TikTok Short VIdeos (4 Videos), with TikTok influencers and selection of products for direct short video purchase Content format TikTok Short Video (30-60sec) - Proposed products to be showcased and marketing strategies to be used - Proposed and Design story board - On-site video production - Post-production video editing - Propose video title and posting timeline - Analize the data after short video post in the report		PER VIDEO	4.00		
	KPI: Target Return CTR1%-2% (This will be discussed during our strategy session with all clients: the number ranges based on products, Services and offer price)					
	Campaign 2: TikTok Ads Account Management and TikTok Video Ads Boosting SMA (3 Month) Scope of work - Further accelerate the TikTok Video performance, setting up TikTok ads account and budget to get more views and potential buyers - Setup Ads and budgets to boost the view to targeted audience		PER CAMPAIGN	1.00		
	KPI: Increase of ROAS in : 150- 200 %					

Digital Assets Creation TikTok Video30-60 sec for social media usage (Optional to engage Influencer/host featured and cross posting on influencer TikTok Account for more impression) -Copyright to use 3 months	PER (	UNIT	4.00			
Review and recommendation Final Report	PE REPO		1.00			
4) Training TRAINING AND HANDOVER	PE SET		1.00			
5) Others Not Applicable						
			Total	\$ 10,800.00	] [\$	10,000.00

<sup>&</sup>lt;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