

Company	BENCHMARKING PTE. LTD.
Digital Solution Name & Version Number¹	DM Benchmarking Social media packages - XIAOHONGSHU SHORT VIDEO MARKETING SMM + SMA (3MONTH)
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 - Analyze Digital presence Digital Marketing Strategy Development - Propose marketing strategy based on SME products or services - Create XIAOHONGSHU Official Company Account - Propose KPI for based on SME products or services - Confirm the project timeline with SME - Setup XIAOHONGSHU Ads Account		PER REPORT	1.00		
Campaign 1: XIAOHONGSHU Short Video Marketing Campaign SMM (3 Videos) Scope of work - XIAOHONGSHU Short Videos (3 Videos), with XIAOHONGSHU influencers. - Content format XIAOHONGSHU Short Video (30-60sec) - Proposed and Design story board - On-site video production - Post-production video editing - Propose video title and posting timeline - Analyze the data after short video post in the report		PER CAMPAIGN	3.00		
KPI: Engagement Rate: 500 per video (This will be discussed during our strategy session with all clients: the number ranges based on products, Services and offer price)					

<p>Campaign 2: XIAOHONGSHU Ads Account Management and XIAOHONGSHU Video Ads Boosting SMA (3 Month)</p> <p>Scope of work</p> <ul style="list-style-type: none"> - XIAOHONGSHU Short Videos (3 Videos), posting on Client XIAOHONGSHU account. - Content format XIAOHONGSHU Short Video (30-60sec) - Proposed and Design story board - On-site video production - Post-production video editing - Propose video title and posting timeline - Analyze the data after short video post in the report <p>KPI:</p> <p>Engagement Rate: 500 per video</p> <p>Target Leads : 30 per video</p> <p>(This will be discussed during our strategy session with all clients: the number ranges based on products, Services and offer price)</p> <ul style="list-style-type: none"> - Further accelerate the XIAOHONGSHU Video performance, setting up XIAOHONGSHU ads account and budget to get more views and potential buyers - Setup Ads and budgets to boost the view to targeted audience <p>Digital Assets Creation</p> <p>XIAOHONGSHU Video 30-60 sec for social media usage (Optional to engage Influencer/host featured and cross posting on influencer XIAOHONGSHU Account for more impression)</p> <p>-Copyright to use 3 months</p> <p>Review and recommendation</p> <p>Final Report</p>	PER CAMPAIGN	3.00		
	PER UNIT	6.00		
	PER REPORT	1.00		
	PER SETUP	1.00		
4) Training				
Training & Handover				
5) Others				
Not Applicable to Digital Marketing Packages	NA	0.00		
Total			\$ 10,500.00	\$ 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

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