

Company	RHAD PTE. LTD.
Digital Solution Name & Version Number¹	DM RHAD Digital Marketing Package Version 2 - Social Media Starter [SMM+SMA] (4 months)
Appointment Start Date	28 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 Persona Development Market Landscape Brand and Competitor Audit Target Persona		Per Report	1.00		
Digital Marketing Strategy Development Digital Marketing Strategy Report - Marketing Strategy, Media Strategy and Key Performance Indicator Proposed brand positioning Analysis and Recommendation - Digital Assets		Per Report	1.00		
Social Media Management (SMM) 8x Organic Postings / Month - Monthly Content Calendar for Posting Schedules Estimated Results SMM: 30% to 80% Increase in Social Media Visitors.		Month	4.00		
Social Media Advertising (SMA) 1-5x Paid Campaigns across 4 Months (across maximum 2 social media platform) - Identifying SMA Campaign Objectives - Creation of Target Audience & Bidding Strategy - Drafting of Campaign Captions & Graphic Artwork Estimated Results Campaign - Target ROAS (Return on Ad spend) - 200% to 500%*		Month	4.00		
*- Based on industry benchmark and client needs.					
Digital Asset Creation Social Media Management X4 monthly content calendars X32 organic posts over 4 months X8 animated post over 4 months - 100 to 150 words Social Media Image Post (artwork design + caption))		Per Setup	1.00		
Social Media Advertising X2 Social Media Platform Header Banner Setup (One time for 2 platforms)					
Review and recommendation (Based on campaign data analysis) x 4 Monthly Report x1 Final Report		Per Setup	1.00		
4) Training Training Handover		Per Setup	1.00		

5) Others						
Not Applicable						
Total					\$ 9,000.00	\$ 9,000.00

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