

## ANNEX 3

<b>Company</b>	3D BRAND AGENCY PTE. LTD.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM 3D Digital Booster - SMM + SMA for FB + IG [3 Months]
<b>Appointment Start Date</b>	28 August 2025

**Standard Packaged Solution (ie. Minimum items to be purchased)**

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software NA		NA	0.00		
2) Hardware Not Applicable					
3) Professional Services Needs Analysis (4Cs) - Company Analysis - Consumer Analysis - Competitors Analysis (5 Competitors) - Collaborator Analysis  Digital Marketing Strategy Development - Digital Marketing Strategy Report - Content Calendar  Digital Marketing Campaign Social Media Management (SMM) for Facebook + Instagram (FB + IG) [3 Months] - KPI: Minimum 30% Increase in FB Page Likes - KPI: Minimum 30% Increase in IG Page Followers - Social Media Consultation (1 Session) - Social Media Campaign Strategy - Social Media Content Calendar Development - 30 Posts per Campaign [3 Months]  Social Media Advertising (SMA) for Facebook + Instagram (FB + IG) [3 Months] - KPI: Minimum 130% ROAS - KPI: Minimum 1.75% CTR (*KPIs vary across industry and country) - 1 Ad Group per Campaign - 3 Ad Copies per Ad Group - Budget Division & Bid Setup - A/B Campaign Testing - Media Budget Not Included  Digital Assets Creation Social Media Management (SMM) - Create 1 FB + IG Content Calendar (30 Posts) - Create 1 Standard Brand Identity - Create 1 FB Banner  Digital Assets Social Media Advertising (SMA) - Create 1 Call-to-Action Video (30-seconds) - Create 3 Ad Copies  Review and Recommendation - Monthly Reporting [3 Months] - Final Report  Leads Management Integration - Setup and configuration of FB Business Suite - Automation of Email Notification for FB + IG Leads	Per Report   <				

