Company	WECOFA PTE. LTD.
Digital Solution Name & Version Number[1]	DM WECOFA Digital Marketing Packages - Influencer Marketing + Advertising (3 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					
3) Professional Services Digital Marketing Needs Analysis - 01 x Session of Business Clarity Growth Audit (02 x hours) - In-depth Understanding of Client's Business Model. - Customers Avatar Knowledge Exercise 'CAKE' (Finding out what are the Demographics & Psychographics of 'Existing Clients' and 'Desired Target Clients') - Finding out Who are the Existing Competitors - Audit of Client's Existing Social Media Presence		Per Report	1.00		
Digital Marketing Strategy Report - Digital Marketing Objective - Brainstorming of Campaign Strategies - Target Audiences - Timeline / Social Media Calendar		Per Report	1.00		
3 Months Influencer Marketing Campaign 1) Influencer Marketing Campaign Scope of Work: - (a) Influencer Selection - (b) Coordination Target KPI : Cost of Lead less than $30		Per Month	3.00		
2) Paid Advertising campaign (On Facebook/Instagram/TikTok - Minimum of 02 x advertisements per Campaign) Scope of Work: - (a) Conversion tracking - (b) Ads copywriting & creatives a/b testing - (c) Engagement Rate Optimization - (d) Interest & lookalike targeting This is different from influencer marketing campaign as it involves boosting the micro-influencer posts or boosting a collection of micro-influencers posts Target KPI : Cost of Click less than $1 Target ROAS: 150% to 300% (This will be discussed during our strategy session with all clients: the number ranges based on product, website and offer) Conversion rate: min 2% of total clicks (conversion being phonecall, form enquiry or whatsapp message) Timeline: 3 weeks		Per Month	2.00		
Dedicated Account Manager - Service Support (Email, WhatsApp and Dedicated Phone Number)		Per Month	3.00		
Digital Assets Creation - 15 x sponsored posts by Micro-Influencers		Per Influencer	15.00		

Review and recommendation - Monthly Campaign Performance Report - Monthly Campaign Analysis & Recommendations - Monthly Review		Per Report	2.00				
4) Training Handover Checklist Documentation		Per Report	1.00				
5) Others Not Applicable							
			Total	$ 10,000.00		$ 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