Company	W360 Group Pte. Ltd.				
Digital Solution Name & Version Number	DM W360 DIGITAL POWER PACK Version 1.0 - SOCIAL - SMA & SMM (3				
	MONTHS)				
Appointment Period	05 September 2024 to 04 September 2025				
Extended Appointment Period ²	05 September 2025 to 04 September 2026				

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 NA		NA	0.00		
3)	Professional Services Digital Marketing Needs Analysis: - Market Trends - Company Analysis - Current Marketing Analysis - Digital & Offline Marketing Assets Audit - Digital Presence - Digital Marketing Capabilities Audit - Website Audit - SEO Audit - Competitive Digital Presence Analysis - Digital/ Online Reach Research		Per Report	1.00		
	Digital Marketing Strategy Development: Digital Marketing Strategy Report - Marketing Objectives & Goals - Campaign KPls - Focused Products/ Service - Target Audience - Proposed Brand Positioning/ Value Propositions - Proposed Marketing Channels - Campaign Period - Required Digital Assets - Tracking - Proposed Digital Marketing Package - Project Schedule & Onboarding Journey - Client Support & Request Resolution Framework - Dispute/ Conflict Management & Resolution - Understanding Basic Concept Of Proposed Digital Marketing Solution		Per Report	1.00		
	Digital Marketing Campaign 1: SMM [3 Months]: - KPIs*: Minimum 150% ROAS (*KPIs are different across industry and country) - Facebook Business Page setup/ editing - Facebook Pixel tracking setup/ implementation - Facebook post content strategy/ topic and calendar development - Facebook post creation (image + content) x 12 - Weekly Facebook posting - Facebook post content strategy and topic optimization based on performance"		Per Month	3.00		

	Digital Marketing Campaign 2: SMA [3 Months] - KPIs*: Minimum 150% ROAS (*KPIs are different across industry and country) - Facebook ad account setup & linking - Facebook Pixel tracking setup/ implementation - 1 to 10 campaigns setup - Facebook Ad Campaign Management & Optimisation - Campaign performance monitoring - Budget allocation optimisation - Audience targeting (location, demographic, interest, behaviour, etc) optimisation - Creative optimisation - A/B testing for ad creative and targeting	Per Month	3.00				
	Digital Assets Creation: Facebook Post x 12 (Up to 150 words per post)	Per Unit	12.00				
	Digital Assets Creation: 1 landing page creation (copywriting of up to 1000 words + design + development) or 1 to 5 Landing Pages Optimization	Per Setup	1.00				
	Digital Assets Creation: 1 to 10 single images or 1 to 3 Carousel/ Animated Gif/ Slideshow ad creative development [Visual + Design (Up to 3 frames per Animated Gif ad and up to 20 seconds per Slideshow ad) + Copy Writing (up to 200 words per single image ad/ carousel/ animated/ slideshow ad)	Per Setup	1.00				
	Review and recommendation: Monthly Facebook marketing report	Per Report	3.00				
	Review and recommendation: Monthly Facebook ad report	Per Report	3.00				
	Review and recommendation: Monthly review	Per Month	3.00				
	Review and recommendation: Final report	Per Report	1.00				
	Development and integration of leads management processes with existing business processes	Per Setup	1.00				
4)	Training Handover & Training Guide	Per Setup	1.00				
5)	Others Not Applicable						
			Total	\$ 8,40	00.00	\$ 8,40	0.00

¹A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999 ²As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period") * Qualifying cost refers to the supportable cost to be co-funded under the grant