Company	Digital M Pte. Ltd.
Digital Solution Name & Version Number[1]	DM Digital M Digital Marketing Packages - Package 3 - SMM (XHS Content Creation) + SMM (XHS KOL Management) (3 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					
3) Professional Services Digital Marketing Needs Analysis: Company Analysis Competitor Analysis Digital Asset Analysis		per set up	1.00		
Digital Marketing Strategy Development: Digital Market Strategy Report (Proposed Solution, Brand Direction/Positioning & KPI) | Keyword Research & Analysis | Target Audience Selection		per set up	1.00		
Digital Marketing Campaign 1 Xiao Hong Shu Management Scope of Work: - Platform: Xiao Hong Shu - 1 Social Video - 6 static posts per month - Finalised Content Visuals - Finalised Caption Copywriting - Content Publishing - Hashtag Creation - SEO Optimization for content KPI: Follower Growth Rate: 100%-200%		per month	3.00		
Digital Assets Creation Graphic Design & Chinese Copywriting x 6 per month Video x 1 per month		per month	3.00		
Digital Marketing Campaign 2 KOL/KOC Management Scope of Work: - 4 KOL/KOC per month - Look for suitable KOL/KOC to create content - Addition charges by KOL/KOC, from Exchange Service to $1000 KPI: Target Leads Increase: 10% - 30%		per month	3.00		
Digital Assets Creation Graphic Design & Chinese Copywriting or video x 4 per month		per month	3.00		
Review and recommendation Monthly Performance Report with observation & recommendation		per month	3.00		
Final Report		per set up	1.00		
Development and integration of lead management processes with existing business processes (Not Applicable)		per set up	0.00		

4) Training Handover Checklist Documentation		per set up	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