

Company	FY ADVERTISEMENT PTE. LTD.
Digital Solution Name & Version Number¹	DM FY ADS XIAOHONGSHU MARKETING SOLUTION - Xiaohongshu Leads Generation Campaign 3 Months
Appointment Period	15 May 2025 to 14 May 2026
Extended Appointment Period²	15 May 2026 to 14 May 2027

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		1	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis Company Analysis Digital Asset Analysis Competitor Analysis		per set up	1.00		
Digital Marketing Strategy Development Digital Market Strategy Report (Proposed Solution, Brand Direction/Positioning & KPI)		per set up	1.00		
Xiaohongshu Pre- Campaign Setup (One-time): Account Profile Setup: Establishing and optimizing your Xiaohongshu profile to ensure maximum visibility and engagement. Business Account Application and Verification: Handling the entire process of applying for and securing verification for a Xiaohongshu Business Account Ads Account Set Up : Set Up xiaohongshu Aurora Account (Ads Account) Document Translation: Translating relevant documents to meet application requirements, ensuring accuracy and compliance. First Year Application Fees: Covering the first year's application fees to Xiaohongshu, totaling RMB 600.		per set up	1.00		
Campaign 1: Xiaohongshu Marketing SMM Paid Ads Campaign "Conversions including private messages and inquiries. Key Performance Indicators (KPIs) vary by industry. The specific range of KPIs will be determined and finalized at the start of the project.					
Confirmation of Target Audience & Budget: Crucial for tailoring our strategies to meet your objectives.		per month	3.00		
Execution of Ad Campaigns: Efficient management of your advertising initiatives to maximize reach and impact.					
A/B Testing: Testing of ad images, copywriting, and audience variations to optimize engagement and effectiveness."					
Campaign Optimization: Weekly Campaign Updates: Regularly scheduled updates to review progress and adapt strategies.		per month	3.00		

<p>Digital Assets Creation - Part 1 :Organic Static Content</p> <p>3 Static Organic Posts: Each post can include 1-3 images, tailored to enhance your brand's visibility on Xiaohongshu.</p> <p>Each Static Organic Posts includes:</p> <p>Copywriting: Crafting engaging titles and content up to 200 words to capture audience interest.</p> <p>Hashtag Optimization: Extracting key hashtags to improve visibility and SEO on Xiaohongshu.</p> <p>Photo Editing: Adapting and refining images to align with Xiaohongshu's aesthetic. (Note: Clients will provide raw materials for static posts.)</p>					
	per set up	1.00			
<p>Digital Assets Creation - Part 2 :Paid Ads Static Content</p> <p>6 Static Ads Posts: Each post can feature 1-3 images, crafted to influence decision-making and boost conversion rates on Xiaohongshu.</p> <p>Each Static Organic Posts includes:</p> <p>Strategic Copywriting: Creating action-oriented titles and content up to 200 words, specifically designed to drive conversions and captivate your target demographic.</p> <p>Hashtag Optimization: Employing precise hashtag strategies to maximize visibility and SEO, tailored to enhance the performance of paid content on Xiaohongshu.</p> <p>Photo Editing: Adapting images to fit Xiaohongshu's distinct style, ensuring they stand out in paid placements and appeal directly to user interests.(Note: Clients will provide raw materials for static posts.)</p>					
	per set up	1.00			
<p>Digital Assets Creation - Part 3 :Paid Ads Video Content</p> <p>2 Video Ads Posts: Each video, expertly produced and edited, is designed to capture attention within 40 seconds.</p> <p>Each Video Ads Post includes:</p> <p>Video Production and Editing: Crafting video content that communicates your message effectively within the time constraint.</p> <p>Copywriting: Developing engaging titles and content up to 200 words, optimized to enhance viewer engagement and call-to-action.</p> <p>Hashtag Optimization: Implementing targeted hashtag strategies to improve the video's SEO and discoverability on Xiaohongshu.</p> <p>Video Cover Page Design: Crafting a compelling cover image for each video to enhance first impressions and attract clicks, tailored to fit Xiaohongshu's aesthetic and campaign objectives.</p>					
	per set up	1.00			
<p>Monthly Campaign Performance Report</p> <p>Monthly Campaign Analysis & Recommendations</p> <p>Review and Recommendations - Final Campaign Report</p> <p>Target KPI: 10-30 Enquires</p> <p>Development and integration of leads management processes with existing business processes</p>					
	per set up	3.00			
<p>4) Training</p> <p>Training</p> <p>Handover Checklist Documentation</p>					
	per set up	1.00			
<p>5) Others</p> <p>Not Applicable</p>					

