

Company	Bluehive Consulting Asia Pte Ltd
Digital Solution Name & Version Number¹	DM Bluehive Consulting Digital Marketing Packages Version 22 - 3.2 - Package 4 - SMM & SMA (3 Months Package)
Appointment Start Date	15 June 2023

wef. 07 August 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not applicable for Digital Marketing Packages		NA	0.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis a) Client Discovery, Objectives & Current State Analysis b) Digital Marketing Needs Analysis incl Current Social Media Brand Presence, Competitors Analysis & SWOT		per report	1.00		
Digital Marketing Strategy Development: Digital Market Strategy Report (Proposed Solution, Brand Positioning & KPIs Target Audience Persons Content Pillars Proposed Product or Service Strategy Proposed Influencers Collaboration & Ad Budget		per report	1.00		
Digital Marketing Campaigns (Tiktok Account Setup): Setup of Tiktok Business Account and Tiktok Shop if required		per setup	1.00		
Digital Marketing Campaign 1 (SMM Scope of Work) Tiktok Organic Marketing: 1 Filming Session (up to 4 Hours) with video editing (does not include venue, influencers' fees, etc)		per setup	1.00		
Digital Marketing Campaign 1 (SMM Scope of Work) Tiktok Organic Marketing : 4 to 8 Posts (various formats including videos or static posts Content Formats (TikTok Video Clips) KPI: Target CTR 1 - 5% (depending on industry) Copywriting (limited to 400 words) Proposed #tag and music Trending topic research Designing video images cover page and TikTok post Video ideation, storyboarding, and post-production Video to SKU link for direct purchase (if available) Digital Assets Creation: 12 to 24 including videos or static posts		per month	3.00		
Digital Marketing Campaign 2 (SMA Scope of Work) Tiktok Advertising Campaign: 1 Filming session (2hr). Setup and management of Tiktok Ad account. Setup of Ad Campaign Objectives, Demographics according to targeted viewers' persona, Performance Tracking of Ad Spend and providing report and recommendation KPI: 150% to 300% ROAS (depending on client's industry / offer, etc)		per setup	1.00		
Digital Assets Creation: 1 to 3 posts including videos or static posts with copywriting					

Dedicated Account Manager (SMM & SMA) Service Support (Email, WhatsApp, Dedicated Phone Number)		per setup	1.00		
	Review and recommendation: Monthly Performance Report with observation & recommendation	per month	3.00		
	Final Report Review & Recommendations with Final Report	per report	1.00		
4) Training Training Use of Canva or Capcut to create digital assets Handover of Digital Assets		per setup	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