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| Company | Bluehive Consulting Asia Pte Ltd |
| Digital Solution Name & Version Number¹ | DM Bluehive Consulting Digital Marketing Packages Version 22 - 3.2 - Package 5 - SMA + Creative Video on Youtube / Tiktok (3 Months Packag |
| 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 | | 1 | 1.00 | | |
| 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 (FB / IG) Presence & Competitors Analysis, SWOT | | per report | 1.00 | | |
| Digital Marketing Strategy Development a) Social Media Management (FB/IG/Youtube) Strategy Report: i) Digital Marketing Objectives ii) Target Audience and Personas iii) Brand Positioning & Creative Inspirations iv) Tone of Voice v) Define objectives and Content Strategy for Video Marketing | | per report | 1.00 | | |
| Digital Marketing Campaigns (FB / IG) a) Setup of Facebook Business Page b) Setup of Instagram Business Page c) Setup of Youtube Channel / Tiktok (if necessary) | | | | | |
| Digital Marketing Campaigns 1: i) 2 Brand Awareness Ad Campaigns on Facebook or IG Target KPI : Min 120% Return on Advertising Spend (this will be discussed during our strategy session with clients, the range will depend on the client's product, promotion and website, etc) | | per unit | 2.00 | | |
| Digital Assets Creation 3 to 9 Facebook / IG Posts (artwork design + caption) | | | | | |
| Digital Marketing Campaigns 2: ii) 1 Creative Video Marketing Campaign: Video Ideation, Production, Storyboarding and scripting on Youtube or Tiktok Target KPI : Min 120% Return on Advertising Spend (this will be discussed during our strategy session with clients, the range will depend on the client's product, promotion and website, etc) | | per unit | 1.00 | | |
| Digital Assets Creation 1 minute video with music & subtitles (voiceover or talents not inclusive) OR 30 to 50 High Resolution Photos (1920 x1080 px) Photography at client's location or photoshoot studio | | | | | |
| Dedicated Account Manager Support (Whatsapp, Email & Dedicated Phone Number) | | per setup | 1.00 | | |

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|--|--|------------|------|---------------------|---------------------|
| Review and recommendation | | | | | |
| Monthly Review & Reporting: Post Campaign Report with Recommendations | | per unit | 2.00 | | |
| End of Project Review and Recommendation: Final Project Report | | per report | 1.00 | | |
| Development and integration of leads management processes with existing business processes | | per setup | 1.00 | | |
| 4) Training Training Use of Canva to create digital assets / Mailchimp, etc Handover | | 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