

Company	LiteBrew Pte. Ltd.
Digital Solution Name & Version Number¹	DM LiteBrew TikTok and B2B Sales Outreach - Video content [SMM] + Ads [SMA] – 3 months ²
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	1.00		
2) Hardware Not Applicable to Digital Marketing Packages		NA	1.00		
3) Professional Services TikTok Marketing Needs Analysis & Strategy Development - Kick-off session and creative brief alignment - Identification of digital gaps and competitive audit - Target audience profiling and content direction planning - TikTok brand positioning, objectives, and strategic proposal		Per Report	1.00		
TikTok Basic Creative Video Digital Marketing Campaigns (SMM) - Posting 15 videos (across 3 months) - Content format: Short-form TikTok clips - Video ideation, storyboarding, filming, editing, and subtitles - Content scheduling, publishing, and basic moderation - Link video to product SKU or landing page (if applicable)		Per Campaign	3.00		
KPI CTR - 1% to 1.5%					
TikTok Basic Ads Management (SMA) - - Setup of TikTok Ads Manager and account configuration - Demographic targeting based on user persona - Automated Budget planning, time-slot optimisation, and pacing strategy - Monitoring and bid optimisation across all campaigns		per Campaign	3.00		
KPI/ROAS • Target Conversion Rate: 2% • Target ROAS: 1.5x					
Review and Recommendation - Post-campaign review meetings with client - Report on KPIs such as views, engagement, CTR, ROAS - Strategic improvement recommendations for future campaigns - Final performance summary and content effectiveness analysis		Per Report	1.00		
Digital Assets Creation (SMM) - 15 TikTok videos (up to 1 minute each) for organic content		Per Video	15.00		
4) Training Training and Handover - Final team debrief session - Transfer of all campaign assets and documentation - Completion of handover checklist with client - Archival and backup of TikTok content deliverables		Per Session	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