

<b>Company</b>	LiteBrew Pte. Ltd.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM LiteBrew TikTok and B2B Sales Outreach - Video Content [SMM] + Live Streaming [SMM] + Ads <sup>2</sup> [SMA] – 3 months <sup>3</sup>
<b>Appointment Start Date</b>	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 Advanced Creative Video Digital Marketing Campaigns (SMM) - Posting 6 videos (across 3 months) - Content format: Short-form TikTok clips - Copywriting (up to 200 words per script) - Proposed hashtags and trending audio selection - Video ideation, storyboarding, filming, editing, and subtitles - Cover image and thumbnail design for TikTok feed - 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 Creative Live-streaming Digital Marketing Campaigns (SMM) - 3 TikTok Live sessions (1 per month, 3 hours each) across 3 months - Pre-live planning: hook, offer, call-to-action strategy - Host briefing and program rundown development - Live production overlay setup, chat moderation, viewer engagement - Data capture during livestream (viewers, comments) - Post-live summary of performance and product interest		Per Campaign	3.00		
KPI CTR - 1% to 1.5%					
TikTok Basic Ads Mgmt [SMA] - Setup of TikTok Ads Manager and account configuration - Campaign objectives definition - Demographic targeting based on user persona - Budget planning, time-slot optimisation, and pacing strategy		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  Digital Assets Creation (SMM + SMA) - 6 TikTok videos - Edited versions for ad formats and influencer reposts  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  5) Others Not Applicable		Per Report	1.00		
		Per Video	6.00		
		Per Session	1.00		
<b>Total</b>				<b>\$ 12,400.00</b>	<b>\$ 10,000.00</b>

<sup>1</sup> 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