

Company	SUPRA MEDIA PTE. LTD.
Digital Solution Name & Version Number¹	DM SUPRA MEDIA DIGITAL MARKETING PACKAGES Version 1.0 - PACKAGE 1 (SMA-FB+IG) & (SMM-IG)
Appointment Start Date	17 July 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable		Per Setup	1.00		
2) Hardware Not Applicable		Per Setup	1.00		
3) Professional Services Digital Marketing Needs Analysis: Pre-commencement scoping & consultancy, Digital Marketing Roadmap Planning & Projection of KPIs based on objectives chosen by SME. Company Analysis: 1. Market Research 2. Pricing Research 3. Market Segmentation Research 4. Customer Satisfaction and Loyalty Research 5. Product/Service Use Research 6. Brand Awareness Research 7. Competitive Analysis 8. Gap Analysis 9. Business Objectives 10. Current Digital Presence and Assets 11. SWOT Analysis 12. Target Audience Digital Marketing Strategy Development Setting up of Business Social Media Platforms and required tools (Facebook Business Page, Facebook Ads Manager, Facebook Business Manager, Instagram Business Page, Google Analytics) 1. Brand Identity Guide 2. Project Brief including full company's information and campaigns' information 3. Content Proposal with planned artworks, ads and proposed scheduled dates for postings and campaigns (Content Calendar) 4. Set Up CRM System (if SMEs had their preferred CRM) Creation & Installation Of Facebook Pixel (if SMEs had their websites) Conversion Optimization Digital Marketing Campaigns Campaign 1: SMM (Instagram) 1. 4 organic postings on Instagram each per month (For 3 months) 2. Monthly Content Calendar for posting schedules 3. Campaign Proposal with planned contents, artworks, ads and proposed dates scheduling for postings and campaigns 4. Hand holding and training of platforms' usage with execution of 4 organic postings on Instagram per month for 3 months KPI/ROAS: ROAS: 1.5x -5x Page Like: 5-15% with Estimated Cost Per Like (CPL): \$0.70 – \$1.90 SGD (Estimated ROAS calculation to be provided upon project onboarding. KPIs differ for different industries and different Ads Budget)		Per Setup	1.00		
		Per Setup	1.00		
		Per Month	3.00		

<p>Campaign 2: SMA (Facebook & Instagram) -</p> <p>1.Execution of 1 to 3 Social Media Ad campaigns over a 3 month's period.</p> <p>Ad campaigns to be on both Facebook</p> <p>Identifying Ads campaigns objectives: Brand awareness and Leads</p> <p>2.Creation of proposed ad format, ad asset, target audience selection and ad budget recommendation with projection</p> <p>3. Conceptualization of Campaign Captions, Content and graphical Artwork</p> <p>KPI/ROAS:</p> <p>ROAS: 1.5x -5x</p> <p>Page Like: 5-15% with Estimated Cost Per Like (CPL): \$0.70 – \$1.90 SGD</p> <p>(Estimated ROAS calculation to be provided upon project onboarding. KPIs differ for different industries and different Ads Budget)</p> <p>Digital Assets Creation</p> <p>SMM:</p> <p>1. 3 monthly content calendars</p> <p>2. 12 organic posts over 3 months</p> <p>3. 1 to 2 FB Cover</p> <p>4. 5-10 Hashtags per post</p> <p>6. 100 to 150 words for content/caption writings per post</p> <p>7. Brand Identity Guide (B.I.G)</p> <p>SMA:</p> <p>1. 1 to 3 Ads Campaigns over 3 months</p> <p>2. 100 to 150 words for content/caption writings per Ads</p> <p>3. Creation of 2 visual videos (less than 1 min) for brand awareness</p> <p>4. Strategy Report</p> <p>Review and Recommendation</p> <p>Monthly post campaign review and recommendation for future optimization. Monthly report. Final Report after 3 months</p> <p>Development and integration of leads management processes with existing business processes</p> <p>Extraction of leads and populating into GOOGLE SHEET or integration of leads into any existing Leads Management system preferred by SMEs (if SMEs had their preferred CRM)</p> <p>4) Training</p> <p>Final Review & Handover. Handover checklist, 2 days' Trainings (4 hours per day)</p> <p>5) Others</p> <p>Not Applicable</p>		Per Month	3.00		
		Per Month	3.00		
		Per Month	3.00		
		Per Setup	3.00		
		Per Manday	2.00		
Total				\$ 6,600.00	\$ 6,600.00

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