

Company	SUPRA MEDIA PTE. LTD.
Digital Solution Name & Version Number¹	DM SUPRA MEDIA DIGITAL MARKETING PACKAGES Version 1.0 - PACKAGE 2 (SMM + SMA-FB & IG) 3 months
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 (Facebook + Instagram) 1. 8 organic postings on Facebook & 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 8 organic postings on Instagram and 8 organic postings on Facebook both per month for 3 months KPI/ROAS: 1.5x - 5x Page Likes: 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) - Execution of 1 to 5 Social Media Ads campaigns over a 3 month's period</p> <p>1. Ads campaigns to be on both Facebook and Instagram</p> <p>2. Identifying Ads campaigns objectives: Select any 2 campaigns' objectives (Awareness/ Traffic/ Engagement/ Lead/App Promotion/ Sales)</p> <p>3. Creation of proposed ad format, ad asset, target audience selection and ad budget recommendation with projection</p> <p>4. Conceptualization of Campaign Captions, Content and Graphical Artwork</p> <p>KPI/ROAS: 1.5x - 5x</p> <p>Page Likes: 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. 24 organic posts over 3 months</p> <p>3. 1 to 3 FB Cover</p> <p>4. Photography (Half Day shoot per month over 3 months)</p> <p>5. 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 5 Ads Campaigns Over 3 months</p> <p>2. 100 to 150 words for content/caption writings per Ads</p> <p>3. 5 to 10 hashtags per Ads</p> <p>4. Strategy Report</p> <p>5. 1 to 2 Video Production (60 to 90 second per video) over 3 months</p> <p>6. 15 to 30 Images of products/services</p> <p>7. 1 to 2 Videos Raw & Edited</p> <p>(Raw & Edited Files will be provided in softcopy format)</p> <p>Review and recommendation</p> <p>Monthly post campaign review and recommendation for future optimization.</p> <p>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			\$	9,525.00	\$ 9,525.00

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