

Company	PAPERCUTCOLLECTIVE PRIVATE LTD.
Digital Solution Name & Version Number¹	DM Papercutcollective Digital Marketing Packages - SMM + SMA (3 Months)
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	0.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis Initial Consultation & Business Discovery Digital Presence Audit Business Needs Identification Digital Assets Evaluation Recommendations & Strategy Development		Per Report	1.00		
Digital Marketing Strategy Development Strategy Formulation KPIs Marketing Channels Formulation Execution & Implementation Performance Tracking & Scaling Client Engagement Framework Conflict Management Framework:		Per Report	1.00		
Digital Marketing Campaigns Social Media Marketing (SMM) – Facebook & Instagram Campaign setup - Monthly content calendar with scheduled organic postings. - Facebook Business manager / Instagram business page - Content Plan for Social Media Marketing - Client Engagement Plan (Development Timeline) - 3 months of organic social media postings (Facebook & Instagram) - Creation of 24 digital assets (images, GIFs, or videos) - Up to 2 rounds of revision per asset - Copywriting for post captions - Scheduling and publishing of posts on both platforms - Monthly campaign management and engagement reporting		Per Month	3.00		
KPIs: Minimum increase in social media account reach by 10% - 20% within 3 months (Client engagement benchmarks to be confirmed during campaign kickoff)					

Social Media Advertising (SMA) Campaign setup - Facebook Business manager / Instagram business page Target audience setup Bidding strategy setup Facebook pixel setup Audience list optimization Bid optimization and monitoring Ad Copies split testing Interest, warm & lookalike targeting A/B testing Target ROAS: 200% to 500% or Target Leads: 10 to 50 (Client target ROAS & KPI to be calculated during campaign kickoff, varies across industries) Digital Assets Creation Social Media Marketing (SMM) – Facebook & Instagram Assets: - 24 digital assets (images, GIFs, or videos) - Half Day Shoot (4 Hrs) - 10x HD Product Photography/Postings - Photographer - (Inclusive of post-production.) Social Media Advertising (SMA) Assets: - 10 Static Ads - 20x HD Product Photography/Postings - (Full Day Shoot 8 Hrs) - (Photographer) - (Inclusive of post-production.) Review and Recommendation SMM Monthly Performance Report SMA Monthly Performance Report Campaign Metrics & Report Observations & Recommendations Review and Recommendation: Final Report Development and integration of leads management processes with existing business processes	Per Month	3.00			
	Per Setup	1.00			
	Per Month	3.00			
	Per Setup	1.00			
4) Training Training Session for Client (Up to 2 hours)					
Handover Checklist Ad management maintenance training Ad management troubleshoot training Social media Management maintenance training	Per Setup	1.00			
5) Others Not Applicable					
Total			\$	10,030.00	\$ 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