

<b>Company</b>	PAPERCUTCOLLECTIVE PRIVATE LTD.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Papercutcollective Digital Marketing Packages - SMM + SEM (3 Months)
<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	0.00		
2) Hardware Not Applicable					
3) Professional Services 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)					

<p>Search Engine Marketing (SEM) Account Setup: - Creation and setup of Google Ads account. - Integration of Google Tag Manager, Google Analytics, and Search Console (if applicable) - Setup of conversion tracking</p> <p>Google Search Ads Campaign: - Selection of one core campaign objective (Brand Awareness / Website Traffic / Lead Generation / Sales Conversion) - Split A/B Testing for ad headlines and descriptions - Campaign structure setup: campaign, ad groups, ad copywriting - Audience targeting (custom segments, interest-based, retargeting) - Geo-location targeting for Singapore and surrounding regions - Budget Optimisation and performance analysis. - Keywords Optimisation - Negative keyword filtering and campaign adjustments - Integration of Display Ads and Performance Max campaigns</p> <p>Target ROAS: 200% to 500% or Target Leads: 10 to 50 (Client target ROAS &amp; KPI to be calculated during campaign kickoff, varies across industries)</p> <p>Digital Assets Creation Social Media Marketing (SMM) – Facebook &amp; Instagram Assets: - 24 digital assets (images, GIFs, or videos) - Half Day Shoot (4 Hrs) - 10x HD Product Photography/Postings - Photographer - (Inclusive of post-production.) Search Engine Marketing (SEM) Assets: - 1 x Campaign Landing Page (CLP) Design &amp; Creation - (Word count: Up to 900 words)</p> <p>Review and Recommendation SMM Monthly Performance Report SEM Monthly Performance Report Website Data Analytics Report Campaign Metrics &amp; Report Observations &amp; Recommendations</p> <p>Review and Recommendation: Final Report</p> <p>Development and integration of leads management processes with existing business processes</p>					
	Per Month	3.00			
	Per Setup	1.00			
	Per Month	3.00			
<p>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</p>	Per Setup	1.00			
5) Others Not Applicable					
<b>Total</b>				<b>\$ 10,210.00</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