

Company	PAPERCUTCOLLECTIVE PRIVATE LTD.
Digital Solution Name & Version Number¹	DM Papercutcollective Digital Marketing Packages - SMA + SEM (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 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		Per Month	3.00		
Target ROAS: 200% to 500% or Target Leads: 10 to 50 (Client target ROAS & KPI to be calculated during campaign kickoff, varies across industries)					

<p>Search Engine Marketing (SEM)</p> <p>Account Setup:</p> <ul style="list-style-type: none"> - Creation and setup of Google Ads account. - Integration of Google Tag Manager, Google Analytics, and Search Console (if applicable) - Setup of conversion tracking <p>Google Search Ads Campaign:</p> <ul style="list-style-type: none"> - 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>Target ROAS: 200% to 500% or Target Leads: 10 to 50 (Client target ROAS & KPI to be calculated during campaign kickoff, varies across industries)</p> <p>Digital Assets Creation</p> <p>Social Media Advertising (SMA) Assets:</p> <ul style="list-style-type: none"> - 10 Static Ads - 20x HD Product Photography/Postings - (Full Day Shoot 8 Hrs) - (Photographer) - (Inclusive of post-production.) <p>Search Engine Marketing (SEM) Assets:</p> <ul style="list-style-type: none"> - 1 x Campaign Landing Page (CLP) Design & Creation - (Word count: Up to 900 words) <p>Review and Recommendation</p> <p>SMA Monthly Performance Report</p> <p>SEM Monthly Performance Report</p> <p>Website Data Analytics Report</p> <p>Campaign Metrics & Report</p> <p>Observations & 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>Review and Recommendation: Final Report</p> <p>Development and integration of leads management processes with existing business processes</p>	Per Setup	1.00			
	Per Setup	1.00			
<p>4) Training</p> <p>Training Session for Client (Up to 2 hours)</p> <p>Handover Checklist</p> <p>Ad management maintenance training</p> <p>Ad management troubleshoot training</p> <p>Social media Management maintenance training</p>	Per Setup	1.00			
<p>5) Others</p> <p>Not Applicable</p>					
Total				\$ 10,210.00	\$ 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