

<b>Company</b>	2STALLIONS PTE LTD
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM 2Stallions Complete Digital Marketing Packages - Package 1 - Social Media Marketing + Social Media Advertising + Photography/Videography [3 Months]
<b>Appointment Period</b>	10 August 2023 to 09 August 2024
<b>Extended Appointment Period<sup>2</sup></b>	10 August 2024 to 09 August 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software NA		Per Month	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis Social Media Marketing & Social Media Advertising - Understand the client's business objectives, industry, target audience and marketing budget - Gather client data such as branding guidelines and social media objectives - Analyze clients' social media presence on Facebook (FB) and Instagram (IG) (B2C) OR LinkedIn (B2B) - Research top 3 competitors for gaps & improvements discovery  Digital Marketing Strategy Development  Social Media Marketing & Social Media Advertising - Objectives - Target Audience - Creative Mood board for inspiration - Tone of voice determination - Content Plan for Social Media Marketing - Bidding strategy and budget allocation for Social Media Advertising - Process plan detailing timelines & milestones  Digital Marketing Campaigns Social Media Marketing - 3 months Social Media Marketing - B2C (FB & IG) - Setup Business Manager to connect to FB & IG Business Pages OR setup Business Pages - 8x organic posts per month (2 per week): - Monthly content calendar with posting schedule - Same post across FB & IG with images optimized for size on each platform  - OR B2B (LinkedIn) - Setup Or Optimize LinkedIn Business Page - 8x organic posts per month (2 per week): - Monthly content calendar with posting schedule  KPI/ROAS - ROAS 1.2x to 3x (Estimated ROAS calculation to be provided upon Project Onboarding)	Per Report	1.00			
		Per Report	1.00		
		Per Month	3.00		

<p>Social Media Advertising 3 paid campaigns across 3 months (B2C/B2B) - Create Campaigns (either FB &amp; IG OR LinkedIn) - Set Campaign Objectives - Set up audience and bidding strategy - Draft 2 Ads within each campaign - each Ad includes caption copywriting and Image design</p>	Per Month	3.00		
<p>KPI/ROAS - Improve conversion rate by 20% (Estimated conversion rate calculation to be provided upon Project Onboarding)</p>				
<p>Digital Assets Creation</p> <p>Social Media Marketing - Photography, Videography &amp; Post Production Editing - Between 30-40 Photos &amp; 30-seconds video (Max 1 day shoot)</p> <p>- OR Photography and Post Production Editing - Between 60 to 80 Photos (Max 1 day shoot)</p> <p>- OR Photography and Post Production Editing " - 60-seconds video, 30-seconds video, 15-seconds video and 6-seconds video (Max 1-day shoot) - Same video storyboard to be edited into different durations for advertising purposes"</p>	Per Digital Asset	1.00		
<p>Social Media Advertising - 6 x Image Design for Paid campaigns (2 per month) - Can select photos from stock image library OR from photo shoot - Max of 2 rounds of changes</p>				
<p>Review and Recommendations</p> <p>Social Media Marketing Monthly Report - Organic posts report with recommendations</p> <p>Social Media Advertising Monthly Report - Campaign report with recommendations</p>	Per Report	3.00		
<p>Final Project Report</p>				
<p>4) Training Training Handover Checklist Documentation</p>	Per Report	1.00		
<p>5) Others Not Applicable</p>				
<b>Total</b>			<b>\$ 6,900.00</b>	<b>\$ 6,900.00</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

<sup>2</sup> As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period")

\* Qualifying cost refers to the supportable cost to be co-funded under the grant