Company	All DEVELOP PTE LTD				
Digital Calutian Nama 9 Varaian Number	DM All DEVELOP Digital Marketing Packages - Package 3 – SMA (3 months) + Social				
	Media Content Marketing (6 months)				
Appointment Period	19 January 2023 to 18 January 2024				
Extended Appointment Period ²	19 January 2024 to 18 January 2025				

wef. 25 May 2023

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

	Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1)	Software N/A		Per Report	1.00		
2)	Hardware Not Applicable					
3)	Professional Services Digital Marketing Needs Analysis: Campaign 1: Social Media Advertising (Facebook/Instagram) Company Initial Audit SWOT Analysis Social Media Assessment Competitor Analysis Landing Page Assessment		Per Report	1.00		
	Digital Marketing Needs Analysis: Campaign 2: Social Media Content Marketing • Social Media Profile and Content Audit • Competitor Analysis		Per Report	1.00		
	Digital Marketing Strategy Development: Campaign 1: Social Media Advertising (Facebook/Instagram) Identify Marketing Objectives and Goals Target Audience and Persona Work Process Plan		Per Report	1.00		
	Digital Marketing Strategy Development: Campaign 2: Social Media Content Marketing • Identify Marketing Objectives and Goals • Identify Followers' Profiles		Per Report	1.00		
	Digital Marketing Campaigns: Campaign 1: Social Media Advertising (Facebook/Instagram) 3 months SMA campaign Channel: Facebook/Instagram Ad Account Set Up Integration of Google Tracking & Analytics Tools Conversion Tracking Integration Campaign Structuring Proposal Recommendation on Landing Page Optimization Ad Copywriting Proposal Campaign Budget Allocation Regular Optimization of Ad Campaigns A/B Testing Creative Optimisation Demographic Targeting Optimisation Placement Optimization Bid Adjustments KPI/ROAS: KPI: 1% - 3% Click-through-rate ROAS: 150%-300 % (This will be discussed during the strategy planning session as the number ranges based on product, website and offering)		Per Month	3.00		

	Digital Marketing Campaigns: Campaign 2: Social Media Content Marketing • 6 months of Social Media Content Creation • Up to 8 Postings per month • Post Scheduling across all social media platforms KPI/ROAS: • 20% Growth Rate on Facebook & Instagram Organic Page Reach • Leads: 10% increase in 6 months	Per Month	6.00		
	Digital Assets Creation: Campaign 1: Social Media Advertising (Facebook/Instagram) • 1 x Static Design *Up to 2 Rounds of Changes / Artwork	Per Month	3.00		
	Digital Assets Creation: Campaign 1: Social Media Advertising (Facebook/Instagram) • 1 x Animated Design *Up to 2 Rounds of Changes / Artwork	Per Month	3.00		
	Digital Assets Creation: Campaign 2: Social Media Content Marketing • 7 x Static Design + Caption (\$120/static design) *Up to 2 Rounds of Changes / Artwork	Per Month	6.00		
	Digital Assets Creation: Campaign 2: Social Media Content Marketing • 1 x Animated Design + Caption (\$300/animated post) *Up to 2 Rounds of Changes / Artwork	Per Month	6.00		
	Review and recommendation: Campaign 1: Social Media Advertising (Facebook/Instagram) Post Campaign Meeting Monthly Performance Report with recommendations	Per Month	3.00		
	Review and recommendation: Campaign 2: Social Media Content Marketing • Monthly Social Media Content Calendar	Per Month	6.00		
4)	Training Campaign 1: Social Media Advertising (Facebook/Instagram) • Handover Checklist Documentation	Per Report	1.00		
	Campaign 2: Social Media Content Marketing • Handover Checklist Documentation	Per Report	1.00		
5)	Others Not Applicable				
			Total	\$ 10,750.00	\$ 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 ² 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