

ANNEX 3

weft. 25 May 2023

[illegible]

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