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| <b>Company</b>  | Aks Tech Pte Ltd   |
| <b>Digital Solution Name &amp; Version Number<sup>1</sup></b> | DM AKS TECH DIGITAL MARKETING PACKAGES Version 1.0 - DM AKS TECH PACKAGE 1 (SMM+SMA - FB & IG) 2 months -Brand Awareness + Leads |
| <b>Appointment Period</b>                                     | 01 June 2023 to 31 May 2024  |
| <b>Extended Appointment Period<sup>2</sup></b>                | 01 June 2024 to 31 May 2025  |

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

| Cost Item  | Unit Cost (\$) | Unit      | Quantity | Subtotal (\$) | Qualifying Cost* (\$) |
|--|----------------|-----------|----------|---------------|-----------------------|
| 1) Software<br>Not Applicable  |                | Per Setup | 1.00     |               |                       |
| 2) Hardware<br>Not Applicable  |                |           |          |               |                       |
| 3) Professional Services<br>Digital Marketing Needs Analysis: Pre-commencement scoping & consultancy, Digital Marketing Roadmap Planning & Projection of KPIs based on objectives chosen by SME. Company Analysis:<br>1. Market Research<br>2. Pricing Research<br>3. Market Segmentation Research<br>4. Customer Satisfaction and Loyalty Research<br>5. Product/Service Use Research<br>6. Brand Awareness Research<br>7. Competitive Analysis<br>8. Gap Analysis<br>9. Business Objectives<br>10. Current Digital Presence and Assets<br>11. SWOT Analysis<br>12. Target Audience<br><br>Digital Marketing Strategy Development:<br>Setting up of Business Social Media Platforms and required tools (FaceBook Business Page, Facebook Ad Manager, Facebook Business Manager, Instagram Business Page, Google Analytics, SEMRush)<br>Brand Identity Guide<br>Project Brief including full company's information and campaigns' information<br>Content Proposal with planned artworks, ads and proposed scheduled dates for postings and campaigns (Content Calendar), Brand Identity Guide, Set Up<br>CRM System (if SME had their preferred CRM)   Creation & Installation Of<br>Facebook Pixel (if SMEs had their websites)   Conversion   Optimization<br><br>Digital Marketing Campaigns:<br>Campaign 1: SMM (Facebook + Instagram)<br>-X8 organic postings on Facebook & Instagram each per month (For 2 months)<br>-Monthly Content Calendar for posting schedules<br>-Campaign Proposal with planned contents, artworks, ads and proposed dates scheduling for postings and campaigns<br>-Hand holding and training of platforms' usage with execution of 8 organic postings on Instagram & 8 organic postings on Facebook both per month for 2 months |                | Per Setup | 1.00     |               |                       |
|  |                | Per Setup | 1.00     |               |                       |
|  |                | Per Month | 2.00     |               |                       |

|  |              |      |             |             |
|--|--------------|------|-------------|-------------|
| <p>Campaign 2: SMA (Facebook + Instagram) - Execution of x1 to x3 Social Media Ad campaigns over a 2 month's period -Ad campaigns to be on both FB &amp; IG -Identifying Ads campaigns objectives: Brand awareness &amp; Leads -Creation of proposed ad format, ad asset, target audience selection and ad budget recommendation with projection - Conceptualization of Campaign Captions, Content &amp; Graphical Artwork</p> | Per Month    | 2.00 |             |             |
| <p>SMM &amp; SMA:<br/>KPI/ROAS:<br/>ROAS: 200-500% &amp;/OR<br/>Leads: 200-300%<br/>Secondary metrics that maybe measured as well: (Depending on Ads budgets, products/services, websites, Ads objectives) Brand Reach: 80%-150% (Estimated ROAS calculation to be provided upon project onboarding)</p>   | Per Month    | 2.00 |             |             |
| <p>Digital Assets Creation<br/>SMM:<br/>- X2 monthly content calendars<br/>- X16 organic posts over 2 months<br/>- X1 to x2 FB Cover<br/>- 5-10 Hashtags per post<br/>- 100 to 150 words for content/caption writings per post<br/>- Brand Identity Guide (B.I.G)</p>  | Per Month    | 2.00 |             |             |
| <p>SMA:<br/>- X1 to x3 Ads Campaigns over 2 months<br/>- 100 to 150 words for content/caption writings per Ad<br/>- Creation of x2 visual videos (less than 1 min) for brand awareness<br/>- Strategy Report</p>   | Per Day      | 2.00 |             |             |
| <p>Review and recommendation:<br/>Monthly post campaign review and recommendation for future optimization. Monthly report. Final Report after 2 months</p>   | Per Setup    | 1.00 |             |             |
| <p>Development and integration of leads management processes with existing business processes</p>  | Per Day      | 2.00 |             |             |
| <p>Extraction of leads and populating into GOOGLE SHEET or integration of leads into any existing LEADs Management system preferred by SMEs (if SMEs had their own preferred CRM)</p>  | Per Day      | 2.00 |             |             |
| <p>4) Training<br/>Final Review &amp; Handover. Handover checklist, 2 days Trainings (4 hours per day)</p>   | <b>Total</b> |      | \$ 5,650.00 | \$ 5,650.00 |
| <p>5) Others<br/>Not Applicable</p>  |              |      |             |             |

<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