

Company	Bizsquare Management Consultants Pte Ltd
Digital Solution Name & Version Number¹	DM Bizsquare Digital Marketing Suite Packages - Package 1 - SMM for Brand Awareness (FB + IG) 3 months
Appointment Period	13 July 2023 to 12 July 2024
Extended Appointment Period²	13 July 2024 to 12 July 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	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis (~15 Man Days) • Audit Report (business audit, market audit and digital presence and assets audit) • Consumer Analysis (customer journey map and survey questionnaire) • SWOT Analysis • Competitor Analysis Digital Marketing Strategy Development (~8 Man Days) • Digital Marketing Strategy Report - Marketing Objectives - KPIs - Budget Plan - Brand Positioning - Digital Touchpoints - Target Audience - Visual Identity Package/Digital Assets • Client Engagement Framework - Project Brief & Schedule - Weekly Consultations - Client Engagement Plan - Conflict Resolution Framework Digital Marketing Campaign 1 3 Months Social Media Marketing (Facebook) Campaign Scope of Work • Set Up of Facebook Business Page and Business Manager • Monthly Media Content Calendar (inclusive of): - 8x Organic Postings per Month for 3 months - Content Ideation and Key Messages Development - Creative Concept, Tone of Voice and Styling - Graphic / GIF / Short Reel Artwork - Caption Writing - Post Scheduling • Monthly Tactical In-Platform Campaign Plan - Campaign Objectives and Period - 1x Attractive Offer Development per Month to Engage Consumers Targeted KPIs: - Facebook Page Likes: 150% - 300% - Facebook Post Reach: 30% - 80% - ROAS: 10% - 15% increment in revenue *KPIs varies on industry, campaign/promotional offer	per Report	1.00			
		per Report	1.00		
		per Package	1.00		

<p>Digital Marketing Campaign 2 3 Months Social Media Marketing (Instagram) Campaign Scope of Work</p> <ul style="list-style-type: none"> • Set Up of Instagram Business Page • Monthly Media Content Calendar (inclusive of): <ul style="list-style-type: none"> - 8x Organic Postings per Month for 3 months - Content Ideation and Key Messages Development - Creative Concept, Tone of Voice and Styling - Graphic / GIF / Short Reel Artwork - Caption Writing - Post Scheduling • Monthly Tactical In-Platform Campaign Plan - Campaign Objectives and Period - 1x Attractive Offer Development per Month to Engage Consumers <p>Targeted KPIs:</p> <ul style="list-style-type: none"> - Instagram Followers: 150% - 300% - Instagram Post Reach: 30% - 80% - ROAS: 10 - 15% increment in revenue <p>*KPIs varies on industry, campaign/promotional offer</p> <p>Digital Assets Creation Facebook Assets (3 Months)</p> <ul style="list-style-type: none"> • Visual Identity Package (comprising 1x Social Media Logo, 1x Facebook Banner, 1x Masthead Templates, 2x Facebook Post Templates) • 8 Facebook Posts with Captions per month for 3 months (comprising 4-6 Static Posts / 1-2 GIFs / 1-2 Short Reels) <p>*All artwork designs include up to 2 refinements and final artwork preparation for download</p> <p>Digital Assets Creation Instagram Assets (3 Months)</p> <ul style="list-style-type: none"> • Visual Identity Package (comprising 1x Social Media Logo, 2x Instagram Post Templates) • 8 Instagram Posts with Captions per month for 3 months (comprising 2-5 Static Posts / 1-2 GIFs / 1-2 Short Reels / 1-2 IG Stories) <p>*All artwork designs include up to 2 refinements and final artwork preparation for download</p> <p>Review and recommendation (~6 Man Days)</p> <ul style="list-style-type: none"> • Monthly Campaign Performance Report (including observations and recommendations for refinements) • Final Report (including handover checklist and recommendations for enhancements) 		per Package	1.00		
		per Package	1.00		
		per Package	1.00		
		per Month	3.00		
	4) Training Training (~4 Man Days)	per Package	1.00		
5) Others Not Applicable					
Total				\$ 6,500.00	\$ 6,500.00

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