

Company	Bizsquare Management Consultants Pte Ltd
Digital Solution Name & Version Number¹	DM Bizsquare Digital Marketing Suite Packages - Package 3 - SMA for Lead Generation (FB + IG + Video) 4months
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 4 Months Social Media Advertising (Facebook and Instagram) Campaign Scope of Work • Set Up of Facebook Ad Manager • Monthly Creation and Execution of 3x Paid Ad Campaign (inclusive of): - Creation of Campaign, Ad Set and Ad Copy - Identifying Campaign Objectives such as Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions - Setting-up of Ad Parameters - Strategy Planning with SME for Monthly Attractive Offer - Conceptualising Campaign Captions, Content and Graphic Artwork - Ad Creative Design - Copywriting - Setting-up of Facebook Pixel Conversion Tracking • Campaign Optimisation for the following: - Audience Targeting (location, demographics, interests, behaviours, etc.) - Ad Budget Allocation and Bidding Strategy - A/B Testing of Ad Creative and Targeting	per Report	1.00			
		per Report	1.00		
		per Package	1.00		

<p>Targeted KPIs: - Audience Reach: 100% - 500% - ROAS: 15 - 30% increment in revenue *KPIs varies on industry, campaign/promotional offer, ad budget and campaign objectives. *Conversion includes online form enquiries, email clicks, phone clicks and WhatsApp clicks. *Actual estimation will be provided during project commencement</p> <p>Digital Marketing Campaign 2 4 Months Social Media Video Marketing Campaign Scope of Work Corporate Brand Video Production (inclusive of):</p> <ul style="list-style-type: none"> • Pre-production - Idea Pitch - Storyboarding & Scriptwriting • Production - 1x Professional Videographer and 1x Assistant - Full Day Video Coverage (8 hours) - 1x Film Location - High Quality Sound Recording in Wav. Format - All Videos Capture in Full HD 1080P • Post-Production - Highlight Video will be Edited / Color Graded / Audio Sweetening and B-Roll Footage - 1.5-3 minutes Video - Background music (royalty-free) - Subtitle (English) <p>Video Blast on YouTube (inclusive of):</p> <ul style="list-style-type: none"> - Caption Writing - YouTube Optimization <p>Targeted KPIs: - YouTube Reach and Impressions: 30% - 80% - ROAS: 10 - 15% increment in revenue *KPIs varies on industry</p> <p>Digital Assets Creation Ads Assets (4 Months) - 3x Ad Creatives per month for 4 months (Single Image / Carousel / Short Reels) - 3x Ad Copywriting per month for 4 months (300-500 words per ad)</p> <p>*All artwork designs include up to 2 refinements and final artwork preparation for download</p> <p>Digital Assets Creation Video Assets - 1x Corporate Video in mp4 (1.5-3 Minutes)</p> <p>*Includes 3 revisions after the 1st draft *Raw and professionally edited final draft will be furnished in soft-copy format for download</p> <p>Review and recommendation (~8 Man Days) • Monthly Paid Campaign Performance Report (including observations and recommendations for refinements) • Final Report (including handover checklist and recommendations for enhancements)</p>		per Package	1.00		
		per Package	1.00		
		per Package	1.00		
		per Package	1.00		
		per Month	4.00		
4) Training Training (~4 Man Days) • Comprehensive Internal Training Workshop - Understand Basic Digital Marketing Concepts - Learn to Adapt and Apply the New Digital Marketing Strategy • Workshop Notes		per Package	1.00		
5) Others Not Applicable					
Total				\$ 8,000.00	\$ 8,000.00

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