

<b>Company</b>	Bizsquare Management Consultants Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Bizsquare Digital Marketing Suite Packages - Package 4 - SMM & SMA (FB + IG) 5 months
<b>Appointment Period</b>	13 July 2023 to 12 July 2024
<b>Extended Appointment Period<sup>2</sup></b>	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 5 Months Social Media Marketing (Facebook and Instagram) Campaign Scope of Work • Set Up of Instagram and Facebook Business Page and Business Manager • Monthly Media Content Calendar (inclusive of): - 6x Organic Postings per Month (each platform) - 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% - Instagram Followers: 150% - 300% - Facebook/Instagram 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		
		per Package	1.00		

<p>Digital Marketing Campaign 2 5 Months Social Media Advertising (Facebook and Instagram) Campaign Scope of Work</p> <ul style="list-style-type: none"> <li>• Set Up of Facebook Ad Manager</li> <li>• Monthly Creation and Execution of 2x Paid Ad Campaign (inclusive of): <ul style="list-style-type: none"> <li>- Creation of Campaign, Ad Set and Ad Copy</li> <li>- Identifying Campaign Objectives such as Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions</li> <li>- Setting-up of Ad Parameters</li> <li>- Strategy Planning with SME for Monthly Attractive Offer</li> <li>- Conceptualising Campaign Captions, Content and Graphic Artwork</li> <li>- Ad Creative Design</li> <li>- Copywriting</li> <li>- Setting-up of Facebook Pixel Conversion Tracking</li> </ul> </li> <li>• Campaign Optimisation for the following: <ul style="list-style-type: none"> <li>- Audience Targeting (location, demographics, interests, behaviours, etc.)</li> <li>- Ad Budget Allocation and Bidding Strategy</li> <li>- A/B Testing of Ad Creative and Targeting</li> </ul> </li> </ul> <p>Targeted KPIs:</p> <ul style="list-style-type: none"> <li>- Audience Reach: 100% - 500%</li> <li>- ROAS: 15 - 30% increment in revenue</li> </ul> <p>*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 Assets Creation Social Media Assets (5 Months)</p> <ul style="list-style-type: none"> <li>• Visual Identity Package (comprising 1x Social Media Logo, 1x Facebook Banner, 2x Masthead Templates, 2x Facebook Post Templates, 2x Instagram Post Templates)</li> <li>• 6 Facebook Posts with Captions per month for 5 months (comprising Static Posts / GIFs / Short Reels)</li> <li>• 6 Instagram Posts with Captions per month for 5 months (comprising Static Posts / GIFs / Short Reels / IG Stories)</li> </ul> <p>*All artwork designs include up to 2 refinements and final artwork preparation for download</p> <p>Digital Assets Creation Ads Assets (5 Months)</p> <ul style="list-style-type: none"> <li>- 2x Ad Creatives per month for 5 months (Single Image / Carousel / Short Reels)</li> <li>- 2x Ad Copywriting per month for 5 months (300-500 words per ad)</li> </ul> <p>*All artwork designs include up to 2 refinements and final artwork preparation for download</p> <p>Review and recommendation (~10 Man Days)</p> <ul style="list-style-type: none"> <li>• Monthly Campaign Performance Report</li> <li>- SMM Organic Postings Report</li> <li>- SMA Paid Campaign Metrics and Report</li> <li>- Observations and Recommendations for Refinement</li> <li>• Final Report</li> <li>- Handover Checklist</li> <li>- Recommendations for Enhancements</li> </ul> <p>4) Training</p>	per Package	1.00		
	per Package	1.00		
	per Package	1.00		
	per Package	1.00		
	per Month	5.00		

Training (~4 Man Days) • Comprehensive Internal Training Workshop - Understand Basic Digital Marketing Concepts - Learn to Adapt and Apply the New Digital Marketing Strategy - Learn How to Manage and Maintain Social Media Channels • Workshop Notes		per Package	1.00		
5) Others Not Applicable					
<b>Total</b>				\$ 9,900.00	\$ 9,900.00

<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