Company	Bizsquare Management Consultants Pte Ltd
I Didital Sollition Name & Version Nilmber	DM Bizsquare Digital Marketing Suite Packages - Package 4 - SMM & SMA (FB +
	IG) 5 months
Appointment Period	13 July 2023 to 12 July 2024
Extended Appointment Period ²	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		per Report	1.00		
	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		per Report	1.00		
	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		per Package	1.00		
	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 Package	1.00		

Digital Marketing Campaign 2 5 Months Social Media Advertising (Facebook and Instagram) Campaign Scope of Work 5 Set Up of Facebook Ad Manager Monthly Creation and Execution of 2x 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 Package	1.00				
Fargeted 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		per Package	1.00				
Digital Assets Creation Social Media Assets (5 Months) Visual Identity Package (comprising 1x Social Media Logo, 1x Facebook Banner, 2x Masthead Templates, 2x Facebook Post Templates, 2x Instagram Post Templates) 6 Facebook Posts with Captions per month for 5 Instagram Posts with Captions per mont		per Package	1.00				
Digital Assets Creation Ads Assets (5 Months) 2x Ad Creatives per month for 5 months (Single mage / Carousel / Short Reels) 2x Ad Copywriting per month for 5 months (300-500 words per ad) All artwork designs include up to 2 refinements and		per Package	1.00				
Review and recommendation (~10 Man Days) Monthly Campaign Performance Report SMM Organic Postings Report SMA Paid Campaign Metrics and Report Observations and Recommendations for Refinement Final Report Handover Checklist Recommendations for Enhancements		per Month	5.00				
	S Months Social Media Advertising (Facebook and Instagram) Campaign Scope of Work Set Up of Facebook Ad Manager Monthly Creation and Execution of 2x Paid Ad Campaign (inclusive of): Creation of Campaign, Ad Set and Ad Copy Identifying Campaign Objectives such as Brand Awareness / Reach / Traffic / Engagement / Video / Identifying Campaign Objectives such as Brand Awareness / Reach / Traffic / Engagement / Video / Identifying Campaign Objectives such as Brand Awareness / Reach / Traffic / Engagement / Video / Identifying Campaign Objectives such as Brand Awareness / Reach / Traffic / Engagement / Video / Identifying Campaign Objectives such as Brand Awareness / Reach / Traffic / Engagement / Video / Identifying Campaign Optimisming Campaign Captions, Content and Graphic Artwork Ad Creative Design Copywriting Setting-up of Facebook Pixel Conversion Tracking Campaign Optimisation for the following: Audience Targeting (Iocation, demographics, Interests, behaviours, etc.) Ad Budget Allocation and Bidding Strategy A/B Testing of Ad Creative and Targeting Fargeted KPIs: Audience Reach: 100% - 500% ROAS: 15 - 30% increment in revenue KPIs varies on industry, campaign/promotional offer, ad budget and campaign objectives. 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Conversion includes online form enquiries, email clicks, phone clicks and WhatsApp clicks. 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5)	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 Others Not Applicable		per Package	1.00		
_		<u> </u>		Total	\$ 9.900.00	\$ 9.900.00

¹A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999 ²As 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