

Company	Bizsquare Management Consultants Pte Ltd
Digital Solution Name & Version Number¹	DM Bizsquare Digital Marketing Suite Packages - Package 5 - SMM for Brand Awareness (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 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): - 8x 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		

<p>Digital Marketing Campaign 2 4 Months Social Media Video Marketing Campaign Scope of Work Corporate Branding Video Production (inclusive of):</p> <ul style="list-style-type: none"> • Pre-production <ul style="list-style-type: none"> - Idea Pitch - Storyboarding & Scriptwriting • Production <ul style="list-style-type: none"> - 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 <ul style="list-style-type: none"> - 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:</p> <ul style="list-style-type: none"> - YouTube Reach and Impressions: 30% - 80% - ROAS: 10 - 15% increment in revenue <p>*KPIs varies on industry</p>		per Package	1.00		
<p>Digital Assets Creation Social Media Assets (4 Months)</p> <ul style="list-style-type: none"> • Visual Identity Package (comprising 1x Social Media Logo, 1x Facebook Banner, 1x Masthead Template, 2x Facebook Post Templates, 2x Instagram Post Templates) • 8 Facebook Posts with Captions per month for 4 months (comprising 4-6 Static Posts / 1-2 GIFs / 1-2 Short Reels) • 8 Instagram Posts with Captions per month for 4 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>		per Package	1.00		
<p>Digital Assets Creation Video Assets</p> <ul style="list-style-type: none"> - 1x Corporate Video in mp4 (1.5-3 Minutes) <p>*Includes 3 revisions after the 1st draft *Raw and professionally edited final draft will be furnished in soft-copy format for download</p>		per Package	1.00		
<p>Review and recommendation (~8 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 Month	4.00		
<p>4) Training Training (~4 Man Days)</p> <ul style="list-style-type: none"> • 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		
<p>5) Others Not Applicable</p>					
Total				\$ 9,900.00	\$ 9,900.00

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