

Company	Etereo Group Pte. Ltd.
Digital Solution Name & Version Number¹	DM Etereo Digital Marketing Packages - Package 5 - SMA + IM (3 Months)
Appointment Period	28 December 2023 to 27 December 2024
Extended Appointment Period²	28 December 2024 to 27 December 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	0.00		
2) Hardware Not Applicable to Digital Marketing Packages		NA	0.00		
3) Professional Services					
a) Digital Marketing Needs Analysis - Audit Canvas with Client to understand the Brand - Brand awareness and acquisition canvas - Data analysis on trends and behaviours - Understand and customise target audiences - Social listening		Per Report	1.00		
b) Digital Marketing Strategy Development - Account set-up - Profile write-up - Content strategy and content pillars - Tone of voice		Per Report	1.00		
a) Social Media Advertising - 3 months - Ad camapigns on Facebook and Instagram accounts - 2 Ad campaigns per month - 4 static creatives and 4 ads copywriting per month - Campaign strategy based on insights gathered - Target audience demographics - Content testing, A/B split testing - Budget optimisation and recommendations - Set-up: Facebook page/Ads account/Meta pixel tracking/Leads gen forms - Excludes: photography, videography, illustrations - KPIs: ROAS 150% - 500% (Actual results may vary, depending on industry type, products & services offered)		Per Campaign	1.00		
b) Influencers' Marketing (IM) - 3 months - Engagement and Management of 20 Nano Influencers over 3 months - Management of Nano Influencers (<10K followers) - 1 post or 1 reel/story on Meta by each Influencer - Excludes sponsorship and influencer's miscellaneous charges (if any) - KPIs: 15%-20% of followers' reach and 2%-5% engagements (likes, shares, comments) from each Influencer's post; actual results may vary, depending on industry type/products/services offered		Per Campaign	1.00		
Digital Assets Creation - 6 social media design templates - Total of 12 creatives for SMA campaign - Total of 20 posts or reels/stories for IM campaign		Per Unit	1.00		
Review and Recommendation - Monthly campaign report (SMA) - Post campaign report (IM) - Evaluation and recommendations		Per Unit	3.00		

4) Training Handover Checklist		Per Unit	1.00		
5) Others Not Applicable to Digital Marketing Packages		NA	0.00		
Total				\$ 10,000.00	\$ 10,000.00

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