Company	The Little Black Book Pte Ltd
I Didital Sollition Name & Version Nilmber.	DM The Little Black Book Social Media Digital Marketing Package - Package 1 -
	SMM & SMA TikTok + Live Shoot/Photography [2 Months]
Appointment Period	08 September 2022 to 07 September 2023
Extended Appointment Period ²	08 September 2023 to 07 September 2024

wef. 02 May 2024

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		per user	1.00		
2)	Hardware Not Applicable					
3)	Professional Services Digital Marketing Needs Analysis Social Media Marketing - Understanding and meeting the needs of client's business - Target Audience (age group, gender, social class, profession, lifestyle, interests, preferences, and pain points) - Business edge - Product & competitors - Barriers Audit report of existing social media's content & visual & communication style on TikTok Digital Marketing Strategy Development Content and Communication Strategy for Social Media: A Proposal that includes		per report	1.00		
	 Social Media Plans Key Content Pillars Tone of voice Content Proposal with planned video flow, ads and proposed scheduled dates for postings and campaigns 		per report	1.00		
	Campaign 1: Social Media Management (SMM) Social Media Assets Creation for TikTok (2 months) - 6 TikTok videos, organic posting per month - Up to 15-sec video - Includes copywriting of accompanied captions and in-visuals - Includes 4 hours videography (one-time only), provision of crew and videography equipment only Up to 20 product photos (colour processed only, no digital touch up) - Scheduling of monthly content on TikTok Target KPI: Increase in Social Media Engagement - 5% to 20%		per month	2.00		

Campaign 2: Social Media Advertising (SMA)					1	
Digital Marketing Campaigns: 2 Months TikTok Campaign						
TikTok Campaign Set up - Set up of TikTok Business Centre 1 paid campaign per month, which includes, - Creation of campaign, ad set and ad copy - Identifying social media campaign objectives such as Reach/ Traffic/ Video Views/ Community Interaction/ Lead Generation etc - Optimisation of campaigns to tune budget, behavioral targeting, demographics, placement, location, creative. " Target KPI OR ROAS: ROAS - 1.2x to 2x Estimated ROAS calculation to be provided upon project commencement, dependent on industry, product/service, offer and ad		per month	2.00			
budget. OR						
Target cost-per-lead - \$20 to \$100.						
KPIs varies on industry, campaign/promotional offer, ad budget and campaign objectives. Actual estimation will be provided during project commencement.						
Digital Assets (SMA) To utilize monthly content created under SMM.		per month	0.00			
Review and recommendation: Monthly Campaign Report - Social media organic posting - Social media paid campaign report		per report	2.00			
4) Training Handover - Logins - Captions in word document - Videos in mp4 or any other assets - Training Final Review & Handover		per report	1.00			
5) Others Not Applicable						
<u> </u>	1		Total	\$ 7,400.00	\$ 7,	400.00

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