

Company	MediaPlus Digital Pte Ltd
Digital Solution Name & Version Number¹	DM MediaPlus Digital Marketing Package - Advanced Social DM Package (SMM/ SMA) [6 Months]
Appointment Period	19 May 2022 to 18 May 2023
Extended Appointment Period²	19 May 2023 to 18 May 2024

Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable		N.A	1.00		
2) Hardware Not Applicable					
3) Professional Services a) Digital Marketing Needs Analysis - Company Analysis - Competitor Analysis - Needs Analysis - Digital Asset Analysis b)Digital Marketing Strategy Development Digital marketing strategy report - Campaign objectives - Target audience - Brand direction /positioning - Client engagement - KPIs Digital Marketing Campaigns 1)Social Media Advertising (SMA) - Evaluation of client current social presence (Facebook/Instagram) - campaign objective analysis (brand awareness/ reach/traffic/engagement/video views/message/lead generation/conversions/ecommerce) - Duration: 6 months a) Campaign setup -Facebook Business manager / Instagram business page -Ad creatives design - Ad copies creation and copywriting -Target audience setup -Bidding strategy setup -Facebook pixel setup -Facebook Page content calendar post planning - Facebook posts scheduling b) Campaign Optimisation -Audience list optimization -Bid optimization and monitoring -Ad Copies split testing c)Performance objectives - Target conversion rate: 2% to 5% of total clicks - ROAS estimated to be 200% (Client target ROAS to be calculated during campaign kickoff) - Campaign analysis and provide feedback to align with marketing objectives	Per Setup	1.00			
		Per Setup	1.00		

2)Social Media Management (SMM) - Evaluation of client current social presence (Facebook/Instagram) - Duration: 6 Months a) Social Content Management - Facebook / Instagram Page review - Content curation and development - Content Collation - Campaign Conceptualisation (Theme and objectives) - Social Media Calendar Planning (4 Post Per Month) -Social Media Interactive Stories or Post (4 Post Per Month) b) Performance Objectives - Target increment in brand awareness (Impressions): 200% - 700% or target increment in engagement (Likes, Comments & Shares) 2%-5% of followers (To be discussed during campaign kickoff with all clients, ROAS depends on product/service, website and promotions) Digital Assets Creation a)SMA - Up to 6 static creatives or 2 carousel ads per setup - Up to 6 ad copywriting b)SMM - 2 x Cover Banner - Up to 24 Facebook/Instagram Cross platform content (Includes creatives) - Up to 24 Facebook/Instagram Cross platform interactive story (Includes creatives) Review and recommendation SMA Monthly Performance Report -Website Data Analytics Report -Campaign Metrics & Report - Observations & Recommendations SMM Monthly Report - Social media engagement report - Observations & Recommendations Development and integration of leads management processes with existing business processes Final Summary Report					
	Per Setup	1.00			
	Per Setup	1.00			
	Per Setup	1.00			
	Per Month	6.00			
	Per Setup	1.00			
	Per Report	1.00			
4) Training Handover	Per Setup	1.00			
5) Others Not Applicable					
Total				\$ 9,880.00	\$ 9,880.00

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