

Company	Next Level SG Pte Ltd
Digital Solution Name & Version Number¹	Accelerated Digital Marketing For SMEs - Accelerated Digital Marketing For SMEs - Paid Advertising
Appointment Period	28 October 2021 to 27 October 2022
Extended Appointment Period²	28 October 2022 to 27 October 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable		0	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Strategy Development: Developing A Product or Service Offer According To Buyer Psychology Selecting A Campaign Objective Audience Targeting Campaign Placement Methodology and Selection Optimisation Metrics Campaign Concept Brainstorming		Per Report	1.00		
2 Campaigns (On Facebook and Instagram): - Brand awareness campaign execution - Strategy planning for up to 2 offers - Copywriting for campaign posts (limited to 400 words) - Images for posting		Month	2.00		
Campaign Optimisation and Updates -Weekly campaign updates -Whatsapp chat support chat					
Digital Assets Creation: Image Creation & Editing for brand awareness campaigns Inclusive of stock photo purchase and editing Usual image sizing 1920x1080px or 1080x1080px		Per Unit	4.00		
Review and recommendation: Post Campaign Meeting Post Campaign Report with Recommendations		Per Report	2.00		
Final Report		Per Report	1.00		
Target Return On Ad Spend (ROAS): 120%-200% (This will be discussed during our strategy session with all clients: the number ranges based on product, website and offer)		NA	1.00		
4) Training Handover		Per Setup	1.00		
5) Others Not Applicable					
Total				\$ 7,000.00	\$ 7,000.00

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