

Company	OC Digital Pte Ltd
Digital Solution Name & Version Number¹	DM OC Digital Digital Marketing Packages - Package 2 – SMM + SMA (3 Months)
Appointment Period	01 June 2023 to 31 May 2024
Extended Appointment Period²	01 June 2024 to 31 May 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software NA		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis - Competitor Analysis - Search Trend		Per Report	1.00		
Digital Marketing Strategy Development - Digital Marketing Strategy Report - Social Campaign Strategies		Per Report	1.00		
Digital Marketing Campaigns Scope of work					
1) Social Media Management (SMM) for 2 Platforms* - Social media calendar creation for: - Facebook Page - LinkedIn Page - Brainstorm for organic social media post ideas - Social media caption copywriting - Touching up of images for ad usage with images provided by client - Creation of 3 to 5 social media post creation per month for Facebook - Creation of 3 to 5 social media post creation per month for LinkedIn - If the client does not have the mentioned social media platforms: OC Digital will create the social media account for the client at no extra costs.		Per Month	3.00		
2) Social Media Advertising (SMA) for 2 Platforms* - Ad Campaign Optimization for: - Facebook Ads - LinkedIn Marketing Ads - Provide easy to read monthly report - Ad creation is included for both platforms - Creation of 1 SMA Ad Campaign per month per platform - Ad conversion tracking and reporting setup - If the client does not have the mentioned social media platforms: OC Digital will create the social media account for the client at no extra costs.		Per Month	3.00		
*The client may choose to replace either the Facebook OR LinkedIn platform for Instagram platform to utilize this package.					
Ad Account Setup - Setup of ad - Audience targeting - Location targeting - Ad adaptation creation - Tracking tag implementation - Social media retargeting tag implementation		Per Setup	1.00		

<p>Digital Assets Creation</p> <ul style="list-style-type: none"> - Social Media Management (SMM): Creation of 3 to 5 social media posts per month per chosen platform i.e. 3 to 5 social posts on Facebook per month 3 to 5 social posts on LinkedIn per month - Organic post creation includes caption writing and image creation - Social Media Advertising (SMA): Creation of 1 SMA ad campaign per month - SMA ad includes ad copywriting, ad image creation <p>Review and recommendation</p> <ul style="list-style-type: none"> - Monthly Campaign Report (x 3 months) - Final Project Report (for Claims Submission) <p>SMM Target KPI:</p> <ul style="list-style-type: none"> - Increase in 10% - 20% follower numbers within 3 months <p>SMA Target KPI:</p> <ul style="list-style-type: none"> - Target Cost-Per-Lead (CPL): \$40 - \$100 - Target ROAS: 1.5x - 4x 		Organic Posts Per Month	3.00		
		Ads Per Month	3.00		
		Per Report	3.00		
		Per Report	1.00		
		NA	1.00		
<p>4) Training</p> <p>Training: Half-Day Digital Marketing Training by OC Digital Trainer</p> <p>You Will Learn:</p> <ul style="list-style-type: none"> - Basics of Google Ads & Social Media Ads - How to make changes to your Ads - Optimization Fundamentals- how to optimize your ads so it can bring you customers - Digital Assets Handover and Training Guide 		Per Session	1.00		
<p>5) Others</p> <p>Not Applicable</p>					
		Total		\$ 9,000.00	\$ 9,000.00

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