

Company	RHAD Pte. Ltd
Digital Solution Name & Version Number¹	DM RHAD Digital Marketing Package Version 1 - Social Media Starter (3 months)
Appointment Period	17 March 2022 to 16 March 2023
Extended Appointment Period²	17 March 2023 to 16 March 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not Applicable					
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis Persona Development and Target Persona Market Landscape Brand and Competitor Audit		Per Report	1.00		
Digital Marketing Strategy Development Digital Marketing Strategy Report - Marketing Strategy, Media Strategy and Key Performance Indicator Proposed brand positioning Analysis and Recommendation - Digital Assets		Per Report	1.00		
Digital Marketing Campaigns Social Media Management 8x Organic Postings / Month - Monthly Content Calendar for Posting Schedules		Per Month	3.00		
Social Media Marketing Up to 5x Paid Campaigns across 3 Months (across maximum 2 social media platform) - Identifying SMM Campaign Objectives - Creation of Target Audience & Bidding Strategy - Drafting of Campaign Captions & Graphic Artwork		Per Month	3.00		
Estimated Results Campaign - Average Click through rate - 1%, Average Conversion Rate - 5 - 9% Target ROAS (Return on Ad spend) - 200% to 500%*					
*- Based on industry benchmark and client needs.					
Search Engine Marketing - Formulation, Planning and execution of the strategy - Content Production of 8 ad groups and 3 ad copies each - Channel and Campaign Reporting - Ad Set up, Monitoring and Optimisation - Google Analytics Set up (One time)		Per Month	3.00		
Estimated Results Campaign - Average CPM - \$3.5, Average CVR - 4.5% and Average Cost per Acquisition - 75 SGD Target ROAS (Return on Ad spend) - 200% to 500%*					
*- Based on industry benchmark and client needs.					
Digital Assets Creation Social Media Image Post (Copy and Visuals)		Per Month	6.00		
Social Media Animated Post (Copy and Visuals)		Per Month	2.00		

Social Media Platform Header Banner Setup (One time for 2 platforms)	One time	2.00		
Google Adwords Copy	Per Unit	24.00		
Review and recommendation Monthly Ranking Report Monthly Review	Per Report	3.00		
Review and recommendation Final Report	Per Report	1.00		
4) Training Training Handover	Per Setup	1.00		
5) Others Not Applicable				
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