

Company	TheAsiaMedia Pte Ltd
Digital Solution Name & Version Number¹	DM TheAsiaMedia Digital Marketing Packages - Package 1 - SMM + Google Ads [2 Months]
Appointment Period	16 June 2022 to 15 June 2023
Extended Appointment Period²	16 June 2023 to 15 June 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					
- Assessment of the current state of digital presence					
- Business needs		Per Report	1.00		
- Digital Asset Analysis					
- Competitor Analysis					
Digital Marketing Strategy Development					
- Project objectives					
- Target audience					
- Brand angle/positioning		Per Report	1.00		
- Digital platforms					
- Key Performance Indicators (KPIs)					
- Digital asset creation					
- Client engagement framework					
Digital Marketing Campaigns					
Social Media Management - Facebook Marketing					
- Setting strategic goals					
- Facebook Posts (4x)					
- Managing Reviews		Per Month	2.00		
- Insights					
- Facebook Ad placement					
- Refining the targeted audience					
- Reach and Post Engagement					
Google Knowledge Graph					
- Search Engine Optimization		Per Setup	1.00		
Google My Business Management					
- Manage online presence on Google Search & Maps					
- Keep business information up to date					
- Share announcements and news (4x)		Per Month	2.00		
- Showcase photos or videos of business					
- Showcase of products or offerings					
- Managing Reviews					
- Insights					
Google Advertising Campaign					
- Setting strategic goals					
- Google Keyword Planner		Per Month	2.00		
- Google Ads location targeting					
- Campaign performance details					
Target Return On Ad Spend (ROAS): Min 200%		Per Unit	1.00		
Digital Assets Creation					
Content writing for campaign posts (4x)					
- Content planning		Per Month	2.00		
- Review and Edit					
- Revisions					
- SEO Keywords and Hashtags					

Creative Design Images for campaign posts (4x) - Creative planning - JPG or PNG file format - High resolution - Revisions - No attribution is required		Per Month	2.00		
Review and recommendation - Monthly performance report with observation and recommendations		Per Report	1.00		
Final Project Report		Per Report	1.00		
Training - Handover Checklist Documentation		Per Setup	1.00		
4) Training Not Applicable					
5) Others Not Applicable					
Total				\$ 6,500.00	\$ 6,500.00

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