

Company	TheAsiaMedia Pte Ltd
Digital Solution Name & Version Number¹	DM TheAsiaMedia Digital Marketing Packages - Package 4 - SMM + Google Ads with WeChat Marketing [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 - Digital Asset Analysis - Competitor Analysis Digital Marketing Strategy Development - Project objectives - Target audience - Brand angle/positioning - 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 - Insights - Facebook Ad placement - Refining the targeted audience - Reach and Post Engagement Google Knowledge Graph - Search Engine Optimization Google My Business Management - Manage online presence on Google Search & Maps - Keep business information up to date - Share announcements and news (4x) - Showcase photos or videos of business - Showcase of products or offerings - Managing Reviews - Insights Google Advertising Campaign - Setting strategic goals - Google Keyword Planner - Google Ads location targeting - Campaign performance details WeChat Marketing - WeChat Mini Program management - Business profile listing - Featured product articles on WeChat Mini Program - Products listing - Reach and Engagement - Sales conversion					
		Per Report	1.00		
		Per Report	1.00		
		Per Month	2.00		
		Per Setup	1.00		
		Per Month	2.00		
		Per Month	2.00		
		Per Month	2.00		

Target Return On Ad Spend (ROAS): Min 200%	Per Unit	1.00		
Digital Assets Creation Content writing for campaign posts (4x) - Content planning - Review and Edit - Revisions - SEO Keywords and Hashtags	Per Month	2.00		
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		
Writing & Translation for WeChat Marketing - Chinese Translations - Content planning - Review and Edit - Revisions - Up to 4 products	Per Month	2.00		
Creative Design Images for WeChat Marketing - Creative planning - JPG or PNG file format - High resolution - Revisions - No attribution is required - Up to 4 products	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			\$ 9,900.00	\$ 9,900.00

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