

Company	The Assets Management Pte Ltd
Digital Solution Name & Version Number¹	DM TAM Digital Marketing Packages - Package 4 - SMM + SMA (4 months)
Appointment Period	25 August 2022 to 24 August 2023
Extended Appointment Period²	25 August 2023 to 24 August 2024

wef. 29 September 2022

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software N.A.		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis • Objectives • Current Digital Asset Analysis • Competitive Analysis • Project Budget • Digital Marketing Needs Survey		Per Report	1.00		
Digital Marketing Strategy Development • Audience • Creative Inspirations • Tone of Voice for Caption • Objectives & Content Plan for Social Media Advertising • Critical Response Plan • Client Engagement Plan		Per Report	1.00		
One-Time Setup of Accounts • Gmail • Google My Business • Google Drive • Facebook Business Manager + Ad Account • Linktree • Canva • WhatsApp for Business (if applicable) • Creation and Installation of Facebook Pixel (if applicable)		Per Unit	1.00		
Digital Marketing Campaigns 4 months Social Media Marketing • Social Media Marketing 8x Organic Postings/Month - Monthly Content Calendar for Editorial Post - Platform: Facebook/Instagram/LinkedIn		Per Unit	4.00		
4 months Social Media Advertising Campaign • Social Media Advertising - Campaign 1 - Platform: Facebook/Instagram - Creation of Campaign, Ad Set, Ad Copy and Design - Creation of Target Audience & Bidding Strategy - Identify Campaign Objective: Brand Awareness/Reach/Traffic/Engagement/Video Views/Messages/Lead Generation/Conversions/Catalogue Sales/App Installs		Per Unit	1.00		

<ul style="list-style-type: none"> - Interests/Behaviours Targeting Optimisation/Demographic/Targeting Optimisation/Placement Optimisation/Location Optimisation/Creative Optimisation/Conversion Tracking - Budget Allocation Optimisation - Audience List Optimisation - Campaign Optimisation and Monitoring - Remarketing and retargeting 	Per Unit	1.00			
<ul style="list-style-type: none"> • Social Media Advertising - Campaign 2 - Platform: Facebook/Instagram - Creation of Campaign, Ad Set, Ad Copy and Design - Creation of Target Audience & Bidding Strategy - Identify Campaign Objective: Brand Awareness/Reach/Traffic/Engagement/Video Views/Messages/Lead Generation/Conversions/Catalogue Sales/App Installs 	Per Unit	1.00			
<ul style="list-style-type: none"> - Interests/Behaviours Targeting Optimisation/Demographic/Targeting Optimisation/Placement Optimisation/Location Optimisation/Creative Optimisation/Conversion Tracking - Budget Allocation Optimisation - Audience List Optimisation - Campaign Optimisation and Monitoring - Remarketing and retargeting 	Per Unit	1.00			
<ul style="list-style-type: none"> • Social Media Advertising - Campaign 3 - Platform: Facebook/Instagram - Creation of Campaign, Ad Set, Ad Copy and Design - Creation of Target Audience & Bidding Strategy - Identify Campaign Objective: Brand Awareness/Reach/Traffic/Engagement/Video Views/Messages/Lead Generation/Conversions/Catalogue Sales/App Installs 	Per Unit	1.00			
<ul style="list-style-type: none"> - Interests/Behaviours Targeting Optimisation/Demographic/Targeting Optimisation/Placement Optimisation/Location Optimisation/Creative Optimisation/Conversion Tracking - Budget Allocation Optimisation - Audience List Optimisation - Campaign Optimisation and Monitoring - Remarketing and retargeting 	Per Unit	1.00			
<ul style="list-style-type: none"> • Social Media Advertising - Campaign 4 - Platform: LinkedIn - Creation of Campaign, Ad Set, Ad Copy and Design - Creation of Target Audience & Bidding Strategy - Identify Campaign Objective: Brand Awareness/Reach/Traffic/Engagement/Video Views/Messages/Lead Generation/Conversions/Catalogue Sales/App Installs 	Per Unit	1.00			
<ul style="list-style-type: none"> - Interests/Behaviours Targeting Optimisation/Demographic/Targeting Optimisation/Placement Optimisation/Location Optimisation/Creative Optimisation/Conversion Tracking - Budget Allocation Optimisation - Audience List Optimisation - Campaign Optimisation and Monitoring - Remarketing and retargeting 	Per Unit	1.00			

<ul style="list-style-type: none"> • Social Media Advertising - Campaign 5 <ul style="list-style-type: none"> - Platform: LinkedIn - Creation of Campaign, Ad Set, Ad Copy and Design - Creation of Target Audience & Bidding Strategy - Identify Campaign Objective: Brand Awareness/Reach/Traffic/Engagement/Video Views/Messages/Lead Generation/Conversions/Catalogue Sales/App Installs 	Per Unit	1.00			
<ul style="list-style-type: none"> - Interests/Behaviours Targeting Optimisation/Demographic/Targeting Optimisation/Placement Optimisation/Location Optimisation/Creative Optimisation/Conversion Tracking <ul style="list-style-type: none"> - Budget Allocation Optimisation - Audience List Optimisation - Campaign Optimisation and Monitoring - Remarketing and retargeting 	Per Unit	1.00			
<ul style="list-style-type: none"> • Social Media Advertising - Campaign 6 <ul style="list-style-type: none"> - Platform: LinkedIn - Creation of Campaign, Ad Set, Ad Copy and Design - Creation of Target Audience & Bidding Strategy - Identify Campaign Objective: Brand Awareness/Reach/Traffic/Engagement/Video Views/Messages/Lead Generation/Conversions/Catalogue Sales/App Installs 	Per Unit	1.00			
<ul style="list-style-type: none"> - Interests/Behaviours Targeting Optimisation/Demographic/Targeting Optimisation/Placement Optimisation/Location Optimisation/Creative Optimisation/Conversion Tracking <ul style="list-style-type: none"> - Budget Allocation Optimisation - Audience List Optimisation - Campaign Optimisation and Monitoring - Remarketing and retargeting 	Per Unit	1.00			
<ul style="list-style-type: none"> • KPI/ROAS: <ul style="list-style-type: none"> - Minimum 100% - 200% ROAS (Estimated ROAS calculation to be provided upon Project Onboarding) 					
Digital Assets Creation					
<ul style="list-style-type: none"> • Social Media Marketing <ul style="list-style-type: none"> - 8x Branded/Curated Content Post and Design for Facebook/Instagram/LinkedIn • Other Digital Assets <ul style="list-style-type: none"> - 1x Brand Style Guide (If applicable) - 1x Optimised Profile Picture - Up to 2x Optimised Cover Image - 4x Personalised Social Media Feed Templates in 1:1 and 16:9 - 5x Instagram Highlight Cover (If applicable) 	Per Unit	4.00			
<ul style="list-style-type: none"> • Social Media Advertising <ul style="list-style-type: none"> - 1x Set of Ad Creative + Copywriting - Up to 3 Single Image OR 1 Carousel per set 	Per Unit	6.00			
<ul style="list-style-type: none"> • Videography Options: <ul style="list-style-type: none"> - 1x up to 1 min Video Storyboarding, Shooting and Post-Production 	Per Unit	1.00			
OR					
<ul style="list-style-type: none"> - 2x up to 30secs Video Storyboarding, Shooting and Post-Production 					

Review and recommendation • Monthly Review Report • Final Campaign Report		Per Report	5.00		
4) Training Training • Digital Assets Handover • Training Guide		Per Setup	1.00		
5) Others Not Applicable					
Total				\$ 10,000.00	\$ 10,000.00

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