

Company	Verz Design Pte Ltd
Digital Solution Name & Version Number¹	DM Verz Design Digital Marketing Package - Package 4 - Delta - SMM & SMA (3 months)
Appointment Period	06 October 2022 to 05 October 2023
Extended Appointment Period²	06 October 2023 to 05 October 2024
wef. 07 September 2023	

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not applicable to Digital Marketing Packages		per Unit	1.00		
2) Hardware Not Applicable					
3) Professional Services A. Digital Marketing Needs Analysis 3 Months Social Media Management & Advertising for FB&IG or FB&LinkedIn "1) Brand Market/Industry Research & Analysis 2) Understanding Brand Essence through Mission Statement and Corporate Values 3) Perform Target Audience & Insight Analysis 4) Conduct Brand Positioning and Values Proposition Analysis 5) Review Current Brand Communications/ Messaging & Strategy"		per Unit	1.00		
B. Digital Marketing Strategy Development "3 Months SMM(FB&IG or FB&LinkedIn) Strategy Report: 1) Business Studies and Industry Research 2) Target Audience Identification & Retargeting 3) Social Media Content Planning & Management 4) Consistency of Post Designs & Tone of Voice 5) Page Performance Optimisation" And "3 Months SMA(FB&IG or FB&LinkedIn) Strategy Report: 1) Digital Marketing Objectives 2) Target Audience Identification & Retargeting 3) Budget Allocation & Optimisation 4) Creative Caption and Design Mock-up for Ads postings 5) Campaign Optimisation"		per Unit	1.00		
C. Digital Marketing Campaigns 3 Months Social Media Marketing (FB&IG or FB&LinkedIn) Campaign "1) Page Setup/Revamp (FB/IG or FB /LinkedIn) - FB Cover Page - Profile Picture & Content 2) Business Studies and Industry Research 3) Monthly Content Calendar & Planning 4) Content Designs & Caption Writing: - Up to x8 Content Designs each month - Up to 2 revisions each design 5) Dedicated Campaign Specialist to: - Recommend Best Practices to reach business objectives - Implement Recommended Marketing Strategies - Manage Page and Content - Monitor your Campaigns Closely - Communicate Effectively with you on Key Learnings & Next Steps 6) Monthly Reporting & Optimization"		per Unit	1.00		

<p>3 Months Social Media Advertising (FB&IG or FB&LinkedIn) Campaign</p> <p>"1) Account Setup</p> <ul style="list-style-type: none"> - Ad Account Setup (FB/IG or LinkedIn) - Setup of Business Manager/Campaign Manager Platform (FB/IG or LinkedIn) <p>2) Ad Campaign Setup:</p> <ul style="list-style-type: none"> - Consultation with campaign specialist prior to launch campaign - Creation of up to 4 Ad Campaigns based on 1 Main Target Audience with retargeting - 1 Ad Copy Designs & Copywriting / Ad Campaign - Campaign Budget Allocation <p>3) Dedicated Campaign Specialist to:</p> <ul style="list-style-type: none"> - Recommend Best Practices to reach business objectives - Implement Recommended Marketing Strategies - Manage Campaign and Ad - Monitor your Campaigns Closely - Communicate Effectively with you on Key Learnings & Next Steps <p>4) Monthly Campaign Reporting & Optimization"</p> <p>D. KPI/ROAS</p> <p>"</p> <p>SMM + SMA: Expedited Increase in Social Media Reach: 20% to 80%, ROAS >200% (depending on industry benchmark upon onboarding"</p> <p>E. Digital Assets Creation</p> <p>"x8 SMM Content Designs each month / Total of x24 Content Designs in a span of 3 months:</p> <p>a) x3 Static Artwork Design and Development:</p> <ul style="list-style-type: none"> - Product visual provided by client - up to 2 revisions <p>b) x1 GIF OR x1 Animated Video</p> <p>x1 GIF</p> <ul style="list-style-type: none"> - Product visual by client - Up to 2 revisions <p>OR</p> <p>x1 Animated Video</p> <ul style="list-style-type: none"> - Up to 15 seconds only - Up to 2 revisions <p>2) Up to 4 Ad Copies:</p> <p>x4 Ad copywriting for up to 2 revisions"</p> <p>F. Review and recommendation</p> <p>"Social Media Marketing: Monthly Campaign Report:</p> <ul style="list-style-type: none"> - Social Media Audit and Ad Performance Analysis - SMM Organic Postings Report - SMA Monthly Paid Campaign Report - SMA Recommendations Report" <p>G. Final Report</p> <p>H. Development and integration of leads management processes with existing business processes</p> <p>4) Training</p> <p>Handover Checklist Documentation</p> <p>5) Others</p> <p>Not Applicable</p>						
		per Unit	1.00			
		per Unit	1.00			
		per Unit	1.00			
		per Unit	1.00			
		per Unit	1.00			
		per Unit	1.00			
		per Unit	1.00			
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