

Company	W.L.P CONSULTANTS PTE LTD
Digital Solution Name & Version Number¹	DM Social Media Marketing (Brand Awareness & Lead Generation) - Package 1 SMM + SMA (2 Months)
Appointment Period	13 October 2022 to 12 October 2023
Extended Appointment Period²	13 October 2023 to 12 October 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					
<ul style="list-style-type: none"> Pre-commencement Consultancy Digital Marketing Projection & Roadmap Planning 		Per Unit	1.00		
Digital Marketing Strategy Development					
<ul style="list-style-type: none"> Setting up of Corporate or Business Social Media Platforms and required analytical tools (FaceBook Business Page, Facebook Business Manager and Ad Manager, Instagram Business Page, Google Analytics) 		Per Unit	1.00		
<ul style="list-style-type: none"> Brand Identity Framework 					
Digital Marketing Campaigns					
Scope of work (SMM)					
<ul style="list-style-type: none"> 8x Organic Postings Per Month (For 2 Months) Project Brief with Full Company Information Monthly Content Calendar for Posting Schedules Campaign Proposal with planned content, artworks, ads and proposed dates scheduling for postings and campaigns 		Per Unit	1.00		
Scope of work (SMA)					
<ul style="list-style-type: none"> Execution of 2x Social Media Ad Campaigns Identifying SMA Campaign Objectives Creation of Ad Format, Ad Asset & Ad Copy Creation of Target Audience & Ad Budget Recommendation with Projection Strategy Conceptualisation of Campaign Captions, Content & Graphical Artwork 		Per Unit	1.00		
KPI / ROAS					
<ul style="list-style-type: none"> Facebook Audience Reach: 150% - 300% Facebook Page Likes: 150% - 300% Target Return of Ad Spend (ROAS): 150% - 300% (Actual estimation will be furnished during project commencement based on Product, Pricing and Call-to-Action methodology)		Per Unit	1.00		
Digital Assets Creation					
<ul style="list-style-type: none"> 2 x Ad Assets for Campaigns 16 x Artworks for Postings 		Per Unit	1.00		
Videography (0.5 Day Shoot)					
<ul style="list-style-type: none"> 1 x Up to 1 Minute Video Raw and professionally edited files will be furnished in soft-copy format 		Per Unit	1.00		

Photography (0.5 Day Shoot) • Up to 15 Product Shoot with white background OR up to 5 Mood Shots • Raw and professionally edited files will be furnished in soft-copy format		Per Unit	1.00		
Review and recommendation					
• Post-campaign review and recommendation staging for future optimisation plans		Per Unit	1.00		
Development and integration of leads management processes with existing business processes					
4) Training Final Review & Project Handover Checklist		Per Unit	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