

Company	WECOFA PTE LTD
Digital Solution Name & Version Number¹	DM WECOFA Digital Marketing Packages Version 1 - Package 2 - Xiaohongshu Organic Content Creation + Advertising (3 Months)
Appointment Period	09 February 2023 to 08 February 2024
Extended Appointment Period²	09 February 2024 to 08 February 2025

wef. 08 February 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					
01 x Session of Business Clarity Growth Audit (2 hours) - In-depth Understanding of Client's Business Model.		Per Session	1.00		
- Customers Avatar Knowledge Exercise 'CAKE' (Finding out what are the Demographics & Psychographics of 'Existing Clients' and 'Desired Target Clients'. - Finding out Who are the Existing Competitors - Audit of Client's Existing Social Media Presence					
Digital Marketing Strategy Development					
Digital Marketing Strategy Report - Digital Marketing Objective - Brainstorming of Campaign Strategies - Target Audiences - Timeline / Social Media Calender		Per Report	1.00		
Digital Marketing Campaigns					
Xiaohongshu Campaign Setup (One-time) - Application of Corporate Verified / Ad Account - Setting up of Basic Account Profile - Includes first year fees to Xiaohongshu of RMB600		Per Setup	1.00		
Campaign 1: Xiaohongshu Marketing (3 Months)					
>> 1 Campaign: Sales Conversion (Conversion Campaign) - Target Leads/Enquiries: 10-30**					
**Conversion includes private messages and enquiries. KPIs differ based on industry. Final KPIs range will be discussed and finalised during project commencement.		Per Month	3.00		
- Confirmation of Target Audience & Budget - Execution of Ad Campaigns - A/B Testing of Ad Images, Ad Copywriting and Audience Variations.					

Campaign 2: Xiaohongshu Marketing (3 Months)					
>> 1 Campaign: Sales Conversion (Conversion Campaign)					
- Target Leads/Enquiries: 10-30**					
**Conversion includes private messages and enquiries. KPIs differ based on industry. Final KPIs range will be discussed and finalised during project commencement.		Per Month	3.00		
- Confirmation of Target Audience & Budget - Execution of Ad Campaigns - A/B Testing of Ad Images, Ad Copywriting and Audience Variations.					
Campaign Optimisation - Weekly campaign update - Daily Campaign Monitoring and Optimisation in office hours		Per Month	3.00		
Dedicated Account Manager - Service Support (Email, WhatsApp and Dedicated Phone Number)		Per Month	3.00		
Digital Assets Creation - Persuasive Ad Copywriting for Ad Campaigns for Xiaohongshu (02 x Ads Copywriting per month with each copy less than 200 words)		Per Month	3.00		
Digital Assets Creation - Visually Stunning Ad Creatives (6 Advertising Static Images and 6 Organic Content Static Images)		Per Set	1.00		
Review and Recommendations - Monthly Campaign Performance Report - Monthly Campaign Analysis & Recommendations		Per Report	3.00		
Review and Recommendations - Final Campaign Report		Per Report	1.00		
4) Training	- Handover Checklist Documentation	Per Report	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