

<b>Company</b>	Wolfgang Creatives Pte. Ltd.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Wolfgang Creatives Digital Marketing Packages Version 1.0 - Package 4 - (Inbound and SMM) 3 Months
<b>Appointment Period</b>	03 November 2022 to 02 November 2023
<b>Extended Appointment Period<sup>2</sup></b>	03 November 2023 to 02 November 2024

wef. 25 May 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis • 3C Analysis (Customers, Competitors, Company) • SWOT Analysis (Strength, Weakness, Opportunity, and Threat) • Current Market Positioning and Value Proposition • Current State Analysis of Client's Digital Marketing Presence and Assets		Per Report	1.00		
Digital Marketing Strategy Development • Objectives (SMART Goals) • Target Audience • Obstacles • Strategies for Creative Concept and Offer Development • Timeline • Key Performance Indicators • Digital Asset Creation • Proposed Budget		Per Report	1.00		
Digital Marketing Campaigns Campaign 1: Inbound Marketing • Choice of 1 existing Digital assets owned by client (e.g. Newsletter / mailing list / collected customers' emails / own website home page promo). • Strategy planning with SME for 1 attractive offer to engage consumers • Copywriting (up to 500 words per offer) • Creative design of ad • Setting and implementation of ad parameters including budget, cost, audience, and other strategic parameters. • Data-driven campaign optimisation • A/B testing of ad copy, hero images, and audience targeting to maximize conversions.		Per Month	3.00		

<p>Digital Marketing Campaigns  Campaign 2: SMM</p> <ul style="list-style-type: none"> <li>Choice of 1 channel (choose from among WhatsApp, Facebook, Instagram, Shopee, Lazada, Qoo10, Grab, FoodPanda, Zippy, or other channels selected by SME.)</li> <li>Select any 1 campaign objective - Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions / Catalogue Sales / App Installs   Campaign Optimisation (if applicable) - Budget Allocation Optimisation / Interests/Behaviours Targeting Optimisation / Demographics Targeting Optimisation / Placement Optimisation / Location Optimisation / Creative Optimisation / Ad Copywriting Optimisation / Conversion Tracking / A/B Testing / Remarketing</li> <li>Strategy planning with SME for up to 1 attractive offers to engage consumers</li> <li>Copywriting (up to 500 words per offer)</li> <li>Creative design of ad</li> <li>Setting and implementation of ad parameters including budget, cost, audience, and other strategic parameters.</li> <li>Data-driven campaign optimisation</li> <li>A/B testing of ad copy, hero images, and audience targeting to maximize conversions.</li> </ul>		Per Month	3.00		
<p>Digital Assets Creation for 2 Campaigns  Creation of 6 images and 6 ad copies to be used for ad campaigns.</p> <ul style="list-style-type: none"> <li>use of stock images with editing (no photography services)</li> </ul>		Per Unit	1.00		
<p>Review and recommendation  Monthly Performance Report with observations and recommendations.  Implementation of recommendations selected by SME.  Weekly monitoring of changes with rollback and tweaks as necessary.  Whatsapp chat support group</p>		Per Report	2.00		
<p>Post Campaign Meeting  Final Report including SME Handover Notes for SME's team and Recommendations</p>		Per Report	1.00		
<p>Target Return On Ad Spend (ROAS): 150% to 300% (Depends on industry, to be discussed with client with Digital Marketing Strategy Development.)</p>					
<p>4) Training  Training Session for Client (Up to 2 hours)</p> <ul style="list-style-type: none"> <li>Handover of all campaign material, including raw files</li> <li>Ad management maintenance training</li> <li>Social media Management maintenance training</li> </ul>		Per Session	1.00		
<p>5) Others  Not Applicable</p>					
<b>Total</b>				\$ 10,000.00	\$ 10,000.00

<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

<sup>2</sup> 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