Company	The Assets Management Pte. Ltd.
Digital Solution Name & Version Number[1]	DM TAM Digital Marketing Packages - Digital Presence Booster - FB/IG SMM + SMA (3 months)
Appointment Start Date	26 June 2025

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		NA	0.00		
2) Hardware Not applicable to Digital Marketing Packages		NA	0.00		
3) Professional Services Digital Marketing Needs Analysis • Business Profiling • Current Digital Asset Analysis • Competitive Analysis • Digital Marketing Needs Survey		Per Report	1.00		
Digital Marketing Strategy Development • Marketing Objectives & Goals • Target Audience • Content Planning • Project Budget • Client Engagement Plan		Per Report	1.00		
One-Time Setup of Accounts • Gmail • Google My Business • Google Drive • Facebook Business Manager + Ad Account • Instagram • Linktree • Canva • WhatsApp for Business (if applicable)		Per Unit	1.00		
Digital Marketing Campaigns 3 months Social Media Marketing • Social Media Marketing - 8x Organic Posts/Month - Monthly Content Calendar - Platform: Facebook + Instagram • KPI/ROAS: - Minimum 300 Reach		Per Month	3.00		
3 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 - Interests/Behaviours Targeting Optimisation - Budget Allocation Optimisation - Audience List Optimisation - Campaign Optimisation and Monitoring - Remarketing and retargeting		Per Unit	1.00		

	Unit	Qty			
• 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 - Interests/Behaviours Targeting Optimisation - Budget Allocation Optimisation - Audience List Optimisation - Campaign Optimisation and Monitoring - Remarketing and retargeting	Per Unit	1.00			
• 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 - Interests/Behaviours Targeting Optimisation - Budget Allocation Optimisation - Audience List Optimisation - Campaign Optimisation and Monitoring - Remarketing and retargeting	Per Unit	1.00			
• Social Media Advertising - Campaign 4 - Platform: Facebook/Instagram - Creation of Campaign, Ad Set, Ad Copy and Design - Creation of Target Audience & Bidding Strategy - Identify Campaign Objective - Interests/Behaviours Targeting Optimisation - Budget Allocation Optimisation - Audience List Optimisation - Campaign Optimisation and Monitoring - Remarketing and retargeting	Per Unit	1.00			
• KPI/ROAS: - Overall KPI across all 4 campaigns. Minimum 100% ROAS (Conversion includes private messages and enquiries. KPIs differ based on industry. Final KPIs range will be discussed and finalised during project commencement)					
Digital Assets Creation • Social Media Marketing - 8x Organic Feed/Stories Post on Facebook + Instagram - Mixture of Static Images and Short Visual Video	Per Unit	3.00			
• Social Media Advertising - 1x Set of Ad Creative + Copywriting - 1 to 3 Static Images OR up to 15 seconds Visual/Animation Video - Responsive Ad Formats	Per Unit	4.00			
• Other Digital Assets - 1x Brand Style Guide (If applicable) - 1x Optimised Profile Picture					
• Studio Quality AI Spokesperson Video - 2x up to 30 seconds 16:9 Video with a choice of English or Mandarin	Per Unit	2.00			
Review and recommendation • 3x Monthly Review Report • 1x Final Campaign Report	Per Report	4.00			
Development and integration of leads management processes with existing business processes: Extraction of leads and populating into Google Sheet	Per Setup	1.00			
4) Training • Digital Assets Handover • Training Guide	Per Setup	1.00			
5) Others Not applicable to Digital Marketing Packages	NA	0.00			

| | Total | $ | 9,400.00 | $ | 9,400.00 |

[1] A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999
* Qualifying cost refers to the supportable cost to be co-funded under the grant