

Company	WECOFA PTE. LTD.
Digital Solution Name & Version Number¹	DM WECOFA Digital Marketing Packages - Meta Marketing (Facebook + Instagram) (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					
3) Professional Services Digital Marketing Needs Analysis					
01 x Session of Business Clarity Growth Audit (02 x hours) - In-depth Understanding of Client's Business Model. - 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		Per Report	1.00		
Competitors Analysis Intelligence Report		Per Report	1.00		
Customers Avatar Knowledge Exercise 'CAKE' Report		Per Report	1.00		
Digital Marketing Strategy Development					
Digital Marketing Strategy Report - Digital Marketing Objective - Brainstorming of Campaign Strategies - Target Audiences - Timeline / Social Media Calendar		Per Report	1.00		
Facebook & Instagram Campaign Setup (One-time) - Set Up of Facebook Business Manager / Ad Account - Set Up of CRM System (If Applicable) - Creation & Installation of Facebook Pixel (If Applicable)		Per Setup	1.00		
Campaign 1: SMM - Facebook Marketing (02 x months), 1 Campaign: Sales Conversion					
Conversion Campaign - Target ROAS of 150% to 500% - Confirmation of Target Audience & Budget - Execution of 02 x Ad Campaigns - A/B Testing of Ad Images, Ad Copywriting and Audience Variations.		Per Month	2.00		

<p>Campaign 2: SMM - Instagram Marketing (02 x months),</p> <p>1 Campaign: Sales Conversion</p> <p>Conversion Campaign - Target ROAS of 150% to 500%</p> <ul style="list-style-type: none"> - Confirmation of Target Audience & Budget - Execution of 02 x Ad Campaigns - A/B Testing of Ad Images, Ad Copywriting and Audience Variations. <p>Campaign Optimisation</p> <ul style="list-style-type: none"> - Weekly campaign update - Daily Campaign Monitoring and Optimisation in office hours <p>Dedicated Account Manager</p> <ul style="list-style-type: none"> - Service Support (Email, WhatsApp and Dedicated Phone Number) <p>Digital Assets Creation</p> <ul style="list-style-type: none"> - Persuasive Ad Copywriting for Ad Campaigns for both Facebook and Instagram (03 x Ads Copywriting per month with each copy less than 200 words) <p>Digital Assets Creation</p> <ul style="list-style-type: none"> - Visually Stunning Ad Creatives (03 x Single Static Images or 03 x Short Videos) <p>Digital Assets Creation</p> <ul style="list-style-type: none"> - Organic Content Posting (16 x Posts Per Month) To be posted on both Facebook & Instagram platform. <p>Review and recommendation</p> <ul style="list-style-type: none"> - Monthly Campaign Performance Report - Monthly Campaign Analysis & Recommendations <p>Monthly Review</p> <p>Development and integration of leads management processes with existing business processes</p> <ul style="list-style-type: none"> - Extraction of Leads and populating into Google Sheets for Tracking <p>4) Training</p> <p>Handover Checklist Documentation</p> <p>5) Others</p> <p>Not Applicable</p>					
	Per Month	2.00			
	Per Month	2.00			
	Per Month	2.00			
	Per Month	2.00			
	Per Month	2.00			
	Per Month	2.00			
	Per Report	2.00			
	Per Training	1.00			
	Per Report	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

* Qualifying cost refers to the supportable cost to be co-funded under the grant