

Company	Wolfgang Creatives Pte. Ltd.
Digital Solution Name & Version Number¹	DM Wolfgang Creatives Digital Marketing Packages - Package 4 - (Inbound and SMM) 3 Months
Appointment Period	26 November 2024 to 25 November 2025
Extended Appointment Period²	26 November 2025 to 25 November 2026

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not Applicable		Not Applicable	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		
Campaign 2: SMM • Choice of 1 channel (choose from among WhatsApp, Facebook, Instagram, Shopee, Lazada, Qoo10, Grab, FoodPanda, Zippy, or other channels selected by SME.) • Select any 1 campaign objective • Strategy planning with SME for up to 1 attractive offers 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		

Digital Assets Creation for 2 Campaigns 2 to 6 ad creatives in the form of images or videos • use of stock images with editing (no photography services)	Per Unit	1.00		
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	Per Report	2.00		
Post Campaign Meeting				
Final Report including SME Handover Notes for SME's team and Recommendations	Per Report	1.00		
Target Return On Ad Spend (ROAS): 120% to 300% (Depends on industry, to be discussed with client with Digital Marketing Strategy Development.)				
4) Training Training Session for Client (Up to 2 hours) • Handover of all campaign material, including raw files • Ad management maintenance training • Social media Management maintenance training	Per Session	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