

Company	Bizsquare Management Consultants Pte Ltd
Digital Solution Name & Version Number¹	DM Bizsquare Digital Marketing Suite Packages - Package 4 - SMA + SMM for Lead Generation (FB/IG/LinkedIn/TikTok) for 4 months
Appointment Period	13 July 2023 to 12 July 2024
Extended Appointment Period²	13 July 2024 to 12 July 2025

wef. 02 May 2024

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	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis (~8 Man Days) • Audit Report (current state of digital presence, business needs and digital assets audit)		per Report	1.00		
Digital Marketing Strategy Development (~8 Man Days) • Digital Marketing Strategy Report - Marketing Objectives - KPIs - Budget Plan - Brand Positioning - Target Audience - Visual Identity Package/Digital Assets • Client Engagement Framework - Project Brief & Plan - Conflict Resolution Framework		per Report	1.00		
Digital Marketing Campaign 1: 4 Months SMM Campaign – FB/IG/LinkedIn/TikTok (for any 2 platforms) Scope of Work • Set Up of Account Business Page • Monthly Media Content Calendar (inclusive of): - 4x Organic Postings per Month for 4 months - Content Ideation and Key Messages Development - Creative Concept, Tone of Voice and Styling - Graphic / GIF / Short Reel Artwork - Caption Writing - Post Scheduling		per Package	1.00		
Targeted KPIs: Return on Spending: 100% - 150% *KPIs varies on industry					

<p>Digital Marketing Campaign 2: 4 Months SMA Campaign – FB/IG/LinkedIn/TikTok (for any 2 platforms)</p> <p>Scope of Work</p> <ul style="list-style-type: none"> • Ad Account Set-up • Monthly Creation and Execution of 2x Paid Ad Campaign (inclusive of): <ul style="list-style-type: none"> - Creation of Campaign, Ad Set and Ad Copy - Identifying Campaign Objectives such as Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions - Setting-up of Ad Parameters - Strategy Planning with SME for Monthly Attractive Offer - Conceptualising Campaign Captions, Content and Graphic Artwork - Ad Creative Design - Copywriting - Facebook Pixel Set-up (if applicable) • Campaign Optimisation for the following: <ul style="list-style-type: none"> - Audience Targeting (location, demographics, interests, behaviours, etc.) - Ad Budget Allocation and Bidding Strategy - A/B Testing of Ad Creative and Targeting <p>Targeted KPIs: Return on Spending: 100% - 500% *KPIs varies on industry and campaign/promotion offer</p> <p>Digital Assets Creation SMM Campaign Assets (4 Months)</p> <ul style="list-style-type: none"> • Visual Identity Package (comprising 1x Social Media Logo, 1x Banner, 1x Masthead Templates, 2x Post Templates) • 4 Posts with Captions per Month for 4 months <p>*All artwork designs include up to 2 refinements and final artwork preparation for download</p> <p>Digital Assets Creation SMA Campaign Assets (4 Months)</p> <ul style="list-style-type: none"> • 2x Ad Creatives per month for 4 months (Single Image / Carousel / Short Reels) • 2x Ad Copywriting per month for 4 months (300-500 words per ad) <p>*All artwork designs include up to 2 refinements and final artwork preparation for download</p> <p>Review and Recommendation (~8 Man Days)</p> <ul style="list-style-type: none"> • Monthly Campaign Performance Report (including observations and recommendations for refinements) • Final Report (including handover checklist and recommendations for enhancements) <p>4) Training Training (~4 Man Days)</p> <ul style="list-style-type: none"> • Comprehensive Internal Training Workshop <ul style="list-style-type: none"> - Understand Basic Digital Marketing Concepts - Learn to Adapt and Apply the New Digital Marketing Strategy - Learn How to Manage and Maintain Social Media Channels • Workshop Notes <p>5) Others Not Applicable</p>		<p>per Package</p> <p>per Package</p> <p>per Package</p> <p>per Month</p> <p>per Package</p>	<p>1.00</p> <p>1.00</p> <p>1.00</p> <p>4.00</p> <p>1.00</p>	<p>Total</p>	<p>\$ 10,160.00</p> <p>\$ 10,000.00</p>
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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