

<b>Company</b>	Etereo Group Pte. Ltd.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Etereo Digital Marketing Packages - Package 1 - SMA + EDM (3 Months)
<b>Appointment Period</b>	28 December 2023 to 27 December 2024
<b>Extended Appointment Period<sup>2</sup></b>	28 December 2024 to 27 December 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					
a) Digital Marketing Needs Analysis - Audit Canvas with Client to understand the Brand - Brand awareness and acquisition canvas - Data analysis on trends and behaviours - Understand and customise target audiences - Social listening		Per Report	1.00		
b) Digital Marketing Strategy Development - Account set-up - Profile write-up - Content strategy and content pillars - Tone of voice		Per Report	1.00		
a) Social Media Advertising - 3 months - Ad camapigns on Facebook and Instagram accounts - 2 Ad campaigns per month - 4 static creatives and 4 ads copywriting per month - Campaign strategy based on insights gathered - Target audience demographics - Content testing, A/B split testing - Budget optimisation and recommendations - Set-up: Facebook page/Ads account/Meta pixel tracking/Leads gen forms - Excludes: photography, videography, illustrations - KPIs: ROAS 150% - 500% (Actual results may vary, depending on industry type, products & services offered)		Per Campaign	1.00		
b) Email Direct Marketing (EDM) - 3 months - Strategy planning for EDM campaign at 1 EDM per month - Curation of creative, content direction and copywriting for 1 X EDM per month - 01-02 creatives per EDM - To deliver final copy/format for client's execution - Excludes actual posting and subscription charges by platform providers (eg: mailchimp) - KPIs: 15%-20% open rate; actual results may vary,depending on industry type, database size and type of campaigns to be executed		Per Month	3.00		
Digital Assets Creation - 6 social media design templates - Total of 12 creatives for SMA campaign - Total of 03 to 06 creatives for EDM campaign		Per Unit	1.00		
Review and Recommendation - Monthly campaign report (SMA) - Post campaign report (EDM) - Evaluation and recommendations		Per Unit	3.00		

4) Training Handover Checklist		Per Unit	1.00		
5) Others Not Applicable to Digital Marketing Packages		NA	0.00		
<b>Total</b>				<b>\$ 8,300.00</b>	<b>\$ 8,300.00</b>

<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