

Company	Fier Capital Pte Ltd
Digital Solution Name & Version Number¹	DM Fier Capital Digital Marketing Packages - Package 3 - SEM & SMA [3 Months]
Appointment Period	29 June 2023 to 28 June 2024
Extended Appointment Period²	29 June 2024 to 28 June 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Software Not applicable to Digital Marketing Packages	\$ 0.00	per set	1.00	\$ 0.00	\$ 0.00
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis Campaign 1: SEM 1. Defining the needs and current problems. 2. Google Assets Assessment 3. Audit the performance 4. Competitor's Research, Analysis & Benchmarking					
5. Keyword Research	\$ 400.00	per report	1.00	\$ 400.00	\$ 400.00
Campaign 2: SMA 1. Defining the needs and current problems. 2. Analyse accounts. 3. Social media assets assessment. 4. Audit the performance 5. Competitor analysis.					
Digital Marketing Strategy Development Campaign 1: SEM Overview with SWOT Defining Objective & focus product/service Defining target audience Propose brand positioning Propose keywords & Ad Text Plan for bidding cost	\$ 400.00	per report	1.00	\$ 400.00	\$ 400.00
Defining customer journey map KPI setting and budgeting Recommend digital assets and timeline					
Campaign 2: SMA (Facebook/Instagram) Identify Marketing Objectives and Goals Target Audience Persona Work Process Plan					
Digital Marketing Campaigns Campaign 1: SEM 1. Setting up of Google Adwords account 2. Analysing keywords and ad text performance 3. Recommendations to improve campaign 4. Complete Ad Extensions 5. Google Conversion - tracking conversions 6. Google analytics, Google My Business, Google Tag Manager, and Google Search Console creation. 7. 3 sets of Ad Group per campaign 8. 3 copywriting Ad Text per ad group	\$ 1,200.00	per month	3.00	\$ 3,600.00	\$ 2,600.00
Target KPI: ROAS calculation to be provided upon Project Onboarding, range of 1.2x to 3x depending on industry, product/service, offer					

<p>Campaign 2 - SMA:</p> <ol style="list-style-type: none"> 1. 3 months SMA campaign 2. Ad Account Set Up 3. Integration of Google Tracking & Analytics Tools 4. Conversion Tracking Integration 5. Campaign Structuring Proposal 6. Recommendation on Landing Page Optimization 7. Ad Copywriting Proposal 8. Campaign Budget Allocation 9. Regular Optimization of Ad Campaigns 10. A/B Testing 11. Creative Optimization 12. Demographic Targeting Optimization 13. Placement Optimization 14. Bid Adjustments <p>Target KPI: ROAS calculation to be provided upon Project Onboarding, range of 1.2x to 3x depending on industry, product/service, offer</p> <p>Digital Assets Creation Campaign 1 - SEM Creation of 3 images and 3 ad copies to be used for ad campaigns. *use of stock images with editing (no photography services)</p> <p>Digital Assets Creation Campaign 2 - SMA 1. 1 x Static Design *Up to 3 rounds of Changes / Artwork 2. 1 x Animated Design *Up to 3 rounds of Changes / Artwork</p> <p>Review and Recommendation 1. Monthly reporting and review on campaign 2. Recommendations suggestions 3. Final report upon completion of project</p> <p>4) Training Training Handover</p> <p>5) Others Not Applicable</p>	<p>\$ 1,500.00</p> <p>\$ 600.00</p> <p>\$ 500.00</p> <p>\$ 400.00</p> <p>\$ 600.00</p>	<p>per month</p> <p>per set</p> <p>per set</p> <p>per report</p> <p>per set</p>	<p>3.00</p> <p>1.00</p> <p>1.00</p> <p>3.00</p> <p>1.00</p>	<p>\$ 4,500.00</p> <p>\$ 600.00</p> <p>\$ 500.00</p> <p>\$ 1,200.00</p> <p>\$ 600.00</p>	<p>\$ 3,700.00</p> <p>\$ 600.00</p> <p>\$ 500.00</p> <p>\$ 1,200.00</p> <p>\$ 600.00</p>
Total				\$ 11,800.00	\$ 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