

Company	IDENTITY COUNSEL PTE LTD
Digital Solution Name & Version Number¹	DM Identity Counsel Digital Marketing Packages - Package 1 - SMM + SMA (3 Months)
Appointment Period	15 December 2022 to 14 December 2023
Extended Appointment Period²	15 December 2023 to 14 December 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 to Digital Marketing Packages		NA	1.00		
3) Professional Services					
a) Digital Marketing Needs Analysis					
Company Analysis					
Competitor Analysis					
Needs Analysis					
Digital Asset Analysis					
b) Digital Marketing Strategy Development					
Digital Market Strategy					
Campaign Objectives					
Target Audience					
Brand direction/positioning					
Client engagement					
KPIs					
Digital Marketing Campaign					
1) Social Media Advertising (SMA)					
Create landing page					
Ads Creative Creation					
Lead Gen Form					
Lead Gen magnet creation					
3 Nurture & Sales Email marketing					
Duration : 3 months page					
Digital Assets Creation]. One Landing Page					
Development for Lead Capturing, SEM Ad					
Copywriting (Headline + Description),					
Lead Generation / Catalogue Sales /Trials					
Budget Allocation Optimisation					
Targeting Optimisation					
Placement Optimisation					
Location Optimisation					
Creative Optimisation					
Conversion Tracking					
A/B Testing					
Remarketing Conversion tracking					
Target Conversion : 2-5% increase In leads					
Target ROAS: estimated 200% to 300% (finalized post client review)					
Campaign analysis and provide feedback to align with marketing objectives					
		Per Set-up	1.00		
		Per Set-up	1.00		
		per set-up inclusive of Strategy + creative assets	1.00		

2) Social Media Marketing (SMM) Ads Creative Creation Call to Action Lead capture 3 Sales Email marketing Duration : 3 months page					
Digital Assets Creation – Video or Single image Development for Lead Capturing, Product / Service ad creation Budget Allocation Optimisation Targeting Optimisation Placement Optimisation Location Optimisation Creative Optimisation Conversion Tracking A/B Testing Remarketing Conversion tracking Target Conversion : 3-5% Increase In Sales Target ROAS: estimated 200% to 300% (finalized post client review) Campaign analysis and provide feedback to align with marketing objectives	per set-up inclusive of Strategy + creative assets	1.00			
Digital Assets Creation A) SMA 1 landing page (copy and visuals) 3 social media creative assets 1 Lead gen form 1 Lead Gen content (downloadable PDF) 3 nurturing emails	per asset included in the overall campaign fee. An	1.00			
B) SMM 3 creative ads (copy and visual) 1 static video (stillomatic)/ carousel ad 1 data capture form 3 sales emails					
Review and Recommendation A) SMA Landing Page Analytics Creative ad analysis Database review Email open rate/ click rate RACE Framework	Per Campaign	2.00			
B) SMM Creative ad analysis Engagement rate analysis Database review Email open rate/ click rate RACE Framework					
Final Campaign Report	Per Report	1.00			
Training Handover	Per Set-up	1.00			
4) Training Not Applicable					
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