

Company	Impossible Marketing Services Pte Ltd
Digital Solution Name & Version Number¹	DM Digital Marketing - Google SEO SEM PPC SMA SMM Content - Package 4 - SMM & SMA 4 Months Package
Appointment Period	11 April 2024 to 10 April 2025
Extended Appointment Period²	11 April 2025 to 10 April 2026

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		per setup	0.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis: Company Analysis Competitor Analysis Digital Asset Analysis		per setup	1.00		
Digital Marketing Strategy Development: Digital Market Strategy Report (Proposed Solution, Brand Direction/Positioning & KPI) Keyword Research & Analysis Target Audience Selection		per setup	1.00		
Digital Marketing Campaigns (SMM One-Time Setup): Set up Facebook & Instagram pages (if necessary) Creation of Profile Picture & Cover Photo Generate Bio Write-up that is consistent with Brand Identity Incorporating Relevant Keywords or Hashtags to improve visibility of Social Channels		per setup	1.00		
Digital Marketing Campaigns (SMA One-Time Setup): Creation/Linking to Social Media Ad Account Set up CRM System (if applicable) Planning & Developing Campaign Timeline Creation & Installation of Facebook Pixel (if applicable) Conversion Optimisation		per setup	1.00		
Digital Marketing Campaigns (SMM Services Scope of Work): Facebook/ Instagram Design of 4x Organic Postings per month (same content to be posted on both Facebook and Instagram) Develop a Monthly Content Calendar Generate Creative Content Ideas that align with the Brand's Goals & Target Audience Craft Key Messages that resonate with the Brand's Identity Create a Creative Concept, Establish the Tone of Voice, and Define Styling Guidelines Write Captivating Captions that complement each post Schedule Posts for Optimal Timing & Audience Reach Target KPI: 20% to 80% Increase in Reach and/or Impressions OR 100% to 200% Increase of Total Post Engagement (depending on industry, marketing objectives, products/services)		per month	4.00		
Digital Marketing Campaigns (SMA Services Scope of Work): Facebook / Instagram / Tik Tok Select any 1 campaign objective - Brand Awareness / Reach / Traffic / Engagement / Video Views / Lead Generation / Conversions Campaign Optimisation (if applicable) Budget Allocation Optimisation Interests / Behaviours Targeting Optimisation Demographics Targeting Optimisation Placement Optimisation Location Optimisation Creative Optimisation Ad Copywriting Optimisation Conversion Tracking A/B Testing Remarketing Target KPI: 150% to 300% ROAS (depending on industry, price point, ad spend budget and offer)		per month	4.00		

Digital Marketing Campaigns (Additional): Dedicated Account Manager Service Support (Email, Dedicated WhatsApp Number)	per setup	1.00		
Digital Assets Creation (SMM): Post Copywriting (4 per month)	per unit	16.00		
Digital Assets Creation (SMM): Post Creative (4 Single Images per month)	per unit	16.00		
Digital Assets Creation (SMA): Ad Copywriting (1 per month)	per unit	4.00		
Digital Assets Creation (SMA): Ad Creative (except when Video Views objective is selected) - 3 Single Images & 1 Carousel/GIF/Slideshow per month	per unit	16.00		
Digital Assets Creation (SMA): Ad Creative (only when Video Views objective is selected) - 1 video asset editing monthly based on best practices and recommended duration (Original video asset provided by client)	per unit	4.00		
Review and recommendation: Monthly Performance Report with observation & recommendation	per report	4.00		
Review and recommendation: Final Report	per setup	1.00		
4) Training Handover	per setup	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