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| Company | Inbox Consults Pte Ltd |
| Digital Solution Name & Version Number¹ | DM Inbox Digital Marketing Packages - Package 1 - Conversion Kickstarter - SEM Display and Video (3 months) - With Video Page |
| Appointment Period | 22 December 2022 to 21 December 2023 |
| Extended Appointment Period² | 22 December 2023 to 21 December 2024 |

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

| Cost Item | Unit Cost (\$) | Unit | Quantity | Subtotal (\$) | Qualifying Cost * (\$) |
|---|----------------|----------|----------|---------------|------------------------|
| 1) Software Not Applicable | | NA | 1.00 | | |
| 2) Hardware Not Applicable | | | | | |
| 3) Professional Services Project Duration: 3 months execution + 1 month preparation / set-up Digital Marketing Needs Analysis Pre-project Meetings | | manhours | 4.00 | | |
| Needs Analysis - Definitive Business Precision Questionnaire | | manhours | 5.00 | | |
| Pre-project Consultancy and Advisory | | manhours | 8.00 | | |
| Digital Marketing Strategy Development Project Proposal which includes proposed campaign strategy, content references, budget and schedules) | | manhours | 8.00 | | |
| Engagement Plan Key Campaign Milestones Expected Client's involvement Conflict Management Framework | | | | | |
| Pre Campaign Preparations Setting up of Google Ad, Facebook / Facebook Business Page, Instagram and other social media accounts as required for the advertising campaign. | | | | | |
| Setting up of the Analytical Tools required to measure the advertisement results, including Google Analytics, Facebook Pixels and other tools as required for the advertising campaign. | | manhours | 8.00 | | |
| Setting up leads management tools such as Google Accounts, Zapier, Burst SMS as required and integrate them with Website / Landing Page / Webinar links | | | | | |

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|---|--|----------|-------|--|--|--|--|
| <p>Digital Marketing Campaigns 3 Months of Advertisement Management and Execution on Google and / or Youtube (Google Search Ad, Google Display Ad and / or Youtube Ad)</p> <p>Display Campaign (SEM - Words/Pictures) Select any 1 campaign objective - Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions / Catalogue Sales / App Installs 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</p> <p>Video Campaign (SEM - Video) Select any 1 campaign objective - Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions / Catalogue Sales / App Installs 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</p> <p>Target ROAS 150% - 250% (A better estimation will be provided during our strategy session clients: ROAS is dependent on number of factors like product, pricing, intended call to action etc)</p> <p>Client to choose 1 Objective for the Campaign. Livestream Webinar - Coaching and setting up of Zoom integration (optional)</p> <p>Digital Assets Creation Creation of 2 Short Videos - 1/2 Day Video Shoot - Video Duration up to 90 seconds each - Final edited videos will be given to client in mp4 format Landing Page - 1 Dedicated Landing Page with Copywriting Display Ad Creatives - Up to a maximum of 8 display ads Advertisement Copywriting - 3 sets of ads writeups</p> <p>Review and recommendation A review session of 1 - 2 hours maximum at the end of every ad campaign runs. "Campaign Report to provide campaign results and recommendation to improve on the next run of the ad campaign." A final review session of 1 - 2 hours maximum at the final conclusion of the ad campaign Final Campaign Report to provide summary of the past campaigns and recommendation for the future ad campaigns</p> | | | | | | | |
| | | manhours | 35.00 | | | | |
| | | NA | 1.00 | | | | |
| | | NA | 1.00 | | | | |
| | | manhours | 40.00 | | | | |
| | | manhours | 8.00 | | | | |
| 4) Trainings Trainings Training and review on the webinar execution "Training / guidance / handholding on the digital advertising campaign process" Training on lead generation and management. Project Handover | | manhours | 25.00 | | | | |

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| Support "Able to schedule for up to 5 hours of follow up call or online zoom sessions for additional supports. This valid until 1 month after the handover of the project" | | manhours | 5.00 | | |
| 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