

<b>Company</b>	welovesupermom pte ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Supermom Digital Marketing Packages - Package 3 - IM + SMA [3 Months]
<b>Appointment Period</b>	22 December 2022 to 21 December 2023
<b>Extended Appointment Period<sup>2</sup></b>	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 to Digital Marketing Packages		N.A.	1.00		
2) Hardware Not applicable to Digital Marketing Packages		N.A.	1.00		
3) Professional Services Digital Marketing Needs Analysis a.Understanding Target Audience, Market Description, Key Products/Services b.SWOT Analysis c.Competitor Analysis		per report	1.00		
Digital Marketing Strategy Report Digital Marketing Strategy Framework a. Goals & Objectives b. Competitor Research c. Custom Target Audience d. Digital Marketing Channels e. Digital Marketing Strategy Plan - Client Engagement Framework - Client Engagement Plan - Client Resolution Framework		per report	1.00		
Digital Marketing Campaigns  Campaign #1: Influencer Marketing (3 months) Scope of Work: - Recruitment of 10x Key Opinion Consumers (KOC) per mth - Management of Key Opinion Consumers (KOC) - Post Campaign Report of User Generated Content Target KPIs: - Estimated min 60,000 reach, 180,000 impressions, \$14,533 Media Impact Value  Cost does not include sponsorship and influencer loading fees		per month	3.00		
Campaign #2: Social Media Advertising (3 months) Scope of Work: - Set up of Facebook Business Manager - Set up of Facebook Content Calendar - Curation of 4x Organic postings / Month based on insights generated - Curation of content direction, design & copywriting based on insights generated - Curation of 2x paid advertising campaigns / Month based on insights generated - Curation of Campaign, Ad set & Ad copy - Curation of target audience, budget optimization Target KPIs: - Estimated average CTR: 0.9% - Estimated average ROAS: 4:1 (actual performance depends on industry and client target audience) Cost does not include paid advertising budget.		per unit	12.00		
Digital Assets Creation Campaign #1: Influencer Marketing (3 months) Scope of Work: - Design of 1x banner for recruitment of Key Opinion Consumers		per unit	1.00		

Digital Assets Creation Campaign #2: Social Media Advertising Scope of Work: - Design of up to 12x graphical work images (Image based) for Social Media Advertising (Facebook)		per unit	12.00		
Review and Recommendation - Report for Influencer Marketing Campaign		per report	3.00		
Review and Recommendation - Report for Social Marketing		per report	3.00		
4) Training					
Handover		per set up	1.00		
5) Others					
Not Applicable					
		<b>Total</b>		\$ 10,540.00	\$ 10,000.00

<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