

Company	welovesupermom pte ltd
Digital Solution Name & Version Number¹	DM Supermom Digital Marketing Packages - Package 4 - LG + SMA [3 Months]
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 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		per report	1.00		
Digital Marketing Strategy Development					
Digital Marketing Strategy Report					
Digital Marketing Strategy Framework					
a. Goals & Objectives					
b. Competitor Research		per report	1.00		
c. Custom Target Audience					
d. Digital Marketing Channels					
e. Digital Marketing Strategy Plan					
- Client Engagement Framework					
- Client Engagement Plan					
- Client Resolution Framework					
Digital Marketing Campaigns					
Campaign #1: Lead Generation (3 months)					
Scope of Work:					
- Strategy planning for Lead Generation campaign					
- Set up of Lead Generation webpage on welovesupermom.com					
- Set up of Thank You page after registration		per month	3.00		
- Set up of Thank You email after registration					
- Collation and clean up of excel of leads generated on the backend across the period of 12 weeks for client					
Target KPIs:					
- Varies depending on number of leads required by client and industry					
(standard package: approximately 50 leads per month)					
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 to drive leads - Curation of content direction, design & copywriting - Curation of 2x paid advertising campaigns / Month to drive leads - 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: Lead Generation Scope of Work: - Design of up to 10x graphical work images (Image based) for Lead Generation webpage, thank you page and thank you email	per unit	10.00		
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 Lead Generation	per unit	3.00		
Review and Recommendation - Report for Social Media Advertising	per unit	3.00		
Development and integration of leads management processes with existing business processes inclusive of: - Training Materials for Lead Generation Follow Up by Customer Service / Sales Rep	per unit	1.00		
4) Training				
Handover	per set up	1.00		
5) Others Not Applicable				
Total			\$ 11,720.00	\$ 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