

Company	AII DEVELOP PTE LTD
Digital Solution Name & Version Number¹	DM AII DEVELOP Digital Marketing Packages - Package 3 – SMA (3 months) + Social Media Content Marketing (6 months)
Appointment Period	19 January 2023 to 18 January 2024
Extended Appointment Period²	19 January 2024 to 18 January 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software N/A		Per Report	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis: Campaign 1: Social Media Advertising (Facebook/Instagram) • Company Initial Audit • SWOT Analysis • Social Media Assessment • Competitor Analysis • Landing Page Assessment		Per Report	1.00		
Digital Marketing Needs Analysis: Campaign 2: Social Media Content Marketing • Social Media Profile and Content Audit • Competitor Analysis		Per Report	1.00		
Digital Marketing Strategy Development: Campaign 1: Social Media Advertising (Facebook/Instagram) • Identify Marketing Objectives and Goals • Target Audience and Persona • Work Process Plan		Per Report	1.00		
Digital Marketing Strategy Development: Campaign 2: Social Media Content Marketing • Identify Marketing Objectives and Goals • Identify Followers' Profiles		Per Report	1.00		
Digital Marketing Campaigns: Campaign 1: Social Media Advertising (Facebook/Instagram) • 3 months SMA campaign • Channel: Facebook/Instagram • Ad Account Set Up • Integration of Google Tracking & Analytics Tools • Conversion Tracking Integration • Campaign Structuring Proposal • Recommendation on Landing Page Optimization • Ad Copywriting Proposal • Campaign Budget Allocation • Regular Optimization of Ad Campaigns - A/B Testing - Creative Optimisation - Demographic Targeting Optimisation - Placement Optimization - Bid Adjustments		Per Month	3.00		
KPI/ROAS: • KPI: 1% - 3% Click-through-rate • ROAS: 150%-300 % (This will be discussed during the strategy planning session as the number ranges based on product, website and offering)					

<p>Digital Marketing Campaigns: Campaign 2: Social Media Content Marketing</p> <ul style="list-style-type: none"> • 6 months of Social Media Content Creation • Up to 8 Postings per month • Post Scheduling across all social media platforms <p>KPI/ROAS:</p> <ul style="list-style-type: none"> • 20% Growth Rate on Facebook & Instagram Organic Page Reach • Leads: 10% increase in 6 months <p>Digital Assets Creation: Campaign 1: Social Media Advertising (Facebook/Instagram)</p> <ul style="list-style-type: none"> • 1 x Static Design *Up to 2 Rounds of Changes / Artwork <p>Digital Assets Creation: Campaign 1: Social Media Advertising (Facebook/Instagram)</p> <ul style="list-style-type: none"> • 1 x Animated Design *Up to 2 Rounds of Changes / Artwork <p>Digital Assets Creation: Campaign 2: Social Media Content Marketing</p> <ul style="list-style-type: none"> • 7 x Static Design + Caption (\$120/static design) *Up to 2 Rounds of Changes / Artwork <p>Digital Assets Creation: Campaign 2: Social Media Content Marketing</p> <ul style="list-style-type: none"> • 1 x Animated Design + Caption (\$300/animated post) *Up to 2 Rounds of Changes / Artwork <p>Review and recommendation: Campaign 1: Social Media Advertising (Facebook/Instagram)</p> <ul style="list-style-type: none"> • Post Campaign Meeting • Monthly Performance Report with recommendations <p>Review and recommendation: Campaign 2: Social Media Content Marketing</p> <ul style="list-style-type: none"> • Monthly Social Media Content Calendar 	Per Month	6.00		
	Per Month	3.00		
	Per Month	3.00		
	Per Month	6.00		
	Per Month	6.00		
	Per Month	3.00		
	Per Month	6.00		
4) Training				
<p>Campaign 1: Social Media Advertising (Facebook/Instagram)</p> <ul style="list-style-type: none"> • Handover Checklist Documentation 	Per Report	1.00		
<p>Campaign 2: Social Media Content Marketing</p> <ul style="list-style-type: none"> • Handover Checklist Documentation 	Per Report	1.00		
5) Others				
Not Applicable				
Total			\$ 10,750.00	\$ 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