

Company	C.O Enterprise Pte Ltd
Digital Solution Name & Version Number¹	DM C.O Enterprise Digital Marketing Packages - Package 2 – (SMM Facebook + SMM Instagram) 6 months
Appointment Period	
Extended Appointment Period²	

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		NA			
2) Hardware Not applicable to Digital Marketing Packages		NA			
3) Professional Services Digital Marketing Needs Analysis: SWOT and Competitor analysis, Analysing Client's Current Social Media Marketing, Facebook & Instagram) Presence vis-à-vis competitors		per report			
Digital Marketing Strategy Development: Review of suitable digital marketing strategies, Social media platforms and digital tools analysis, Content development and key messages, Monthly tactical campaign plan, Development of key messages		per package			
Digital Marketing Campaigns (see below)		per month			
6 Months Social Media Marketing (Facebook & Instagram) Campaign (see below)		per month			
A) Facebook Campaign - Set Up of Facebook Business Manager - Caption writing - Design of 8x Organic Postings / Month - Schedule of Monthly Content Calendar		per month			
KPIs (to be determined before campaign kickoff) - Return on Spending: ~150% - 200%					
B) Instagram Campaign - Set Up of Instagram Business Page - Caption writing - Design of 8x Organic Postings / Month - Schedule of Monthly Content Calendar		per month			
KPIs (to be determined before campaign kickoff) - Return on Spending: ~150% - 200%					
Digital Assets Creation (see below)		per package			
- Design of 8 social media posts per month - Up to 2 rounds of amendments per design		per month			
1 Photoshoot of a maximum of 20 products / 3 hours (unlimited photos) inclusive of styling		per package			
Review and Recommendation: 1 report to review performance of key messages		per report			
4) Training Training		per setup			
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