

<b>Company</b>	Craft Creative Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Craft Creative Digital Marketing Packages - Package 2 - (SMA + YouTube Advertising) - [2 months]
<b>Appointment Period</b>	22 September 2022 to 21 September 2023
<b>Extended Appointment Period<sup>2</sup></b>	22 September 2023 to 21 September 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		NA	1.00		
2) Hardware Not applicable to Digital Marketing Packages		NA	1.00		
3) Professional Services Digital Marketing Needs Analysis - Industry and Competitor Analysis - Online presence evaluation - Market Research and Analysis - Business differentiation This strategy helps audiences to understand, recall and become comfortable with your branding and products. Once we are among our target demographic, we can help your brand to become top-of-mind when consumers are ready to research and make a purchase. To increase brand awareness, we optimise social media marketing campaigns with funnel strategies. Alongside, the full setup will be included. The team will work out a strategy, and provide the creatives and copywriting for Ad copies.		Per setup	1.00		
Digital Branding and Marketing Consultancy - Digital Marketing Strategy Development - Story conceptualisation on digital marketing direction - Identifying Target Audiences		Per setup	1.00		
Digital Marketing Social Media Marketing Campaign - 1 x Video campaign across 2 months (Video Views) - 2 x Image ad campaign across 2 months (Remarketing) - Creative inspirations - Ad Account Creation - New Ad Sets / Ad Group Setup - Ad Campaigns set up inclusive of audience targeting, objective setting, bidding adjustment and placement enhancement. - Media buy management - Campaign optimization with funnel strategies inclusive of A/B Testing. - Facebook Pixel setup - UTM Parameters setup Social Media Campaign Management: - Campaign analysis - Campaign optimisation - Budget optimisation - Recommend and restructure campaign		Per month	2.00		

<p>KPI and ROAS:  - 30% - 80% increase in social media reach / awareness (estimated ROAS calculation to be provided upon the media buy)  - Estimated 500 to 1,000 landing page view (based on \$1,000 media buy)  - Target video views 30% - 40% increase in social media  - Target ROAS: 100% - 500% (Actual estimation to be discussed and agreed during strategy session with clients as it may varies depending on products/ services, campaign objectives, offering and website experience.)</p>	Per month	2.00
<p>AND  YouTube Marketing  - 1 x YouTube Campaign across 2 months  - 1 x YouTube SEO video uploading across 2 months  - Ad Account Creation  - Ad campaign set up including keyword optimization, target audience fine-tuning, caption copywriting, ad group set up and bidding set up.  - Media buy management  - Branding funnel optimisation  - Campaign budget allocation management</p> <p>YouTube Campaign Management  - Campaign optimisation  - Budget optimisation  - Recommend and restructure campaign</p>	Per month	2.00
<p>KPI and ROAS:  - Estimated 10,000 - 20,000 views completed (based on \$1,000 media buy)  - Average of Cost-per-view (CPV): \$0.02 - \$0.05  - Average view rate - 15% to 25%  - Target ROAS: 100% - 500% (Actual estimation to be discussed and agreed during strategy session with clients as it may varies depending on products/ services, campaign objectives, offering and website experience.)</p>	Per month	2.00
<p>Digital Assets Creation for social media  - 2 x image ads  - 3 x ad copies  - Up to 10 Stock photos (Inclusive)  *All image ads and ad copies with up to 3 changes upon first draft</p>	Per setup	2.00
<p>1 x Video Production  (Content cater for YouTube and Social Media Marketing)  Duration: 30 - 40 seconds  Type of video: Interview / Demonstration / Introduction / House Tour / Educational  Inclusive:  1) Pre-production: conceptualization of video content via story board.  2) Pre-production: Scripting  3) Actual day shoot  4) Postproduction: Video editing with up to 3 changes upon first draft</p>	Per production shoot	1.00
<p>Analytics and tracking code setup  - Google Analytics setup  - Google Tag Manager integration  - Tracking code setup for Google and Social Media</p>	Per setup	1.00
<p>Review and recommendation  - Monthly report  - Weekly campaign updates  - Post campaign meeting  - Post KPI campaign report with recommendations</p>	Per report	2.00
<p>4) Training  Handover Checklist documentation</p>	Per setup	1.00

5) Others Not applicable to Digital Marketing Packages		NA	1.00		
<b>Total</b>				<b>\$ 10,000.00</b>	<b>\$ 10,000.00</b>

<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