

Company	W360 Group Pte Ltd
Digital Solution Name & Version Number¹	DM W360 Digital Power Pack Version 1.0 - Package 1 - SMA & Facebook Marketing (3 Months)
Appointment Period	18 August 2022 to 17 August 2023
Extended Appointment Period²	18 August 2023 to 17 August 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software NA		NA	1.00		
2) Hardware NA		NA	1.00		
3) Professional Services Digital Marketing Needs Analysis: - Market Trends - Company Analysis - Current Marketing Analysis - Digital & Offline Marketing Assets Audit - Digital Presence - Digital Marketing Capabilities Audit - Website Audit - SEO Audit - Competitive Digital Presence Analysis - Digital/ Online Reach Research Digital Marketing Strategy Development & Report: - Marketing Objectives & Goals - Campaign KPIs - Focused Products/ Service - Target Audience - Proposed Brand Positioning/ Value Propositions - Proposed Marketing Channels - Campaign Period - Required Digital Assets - Tracking - Proposed Digital Marketing Package - Project Schedule & Onboarding Journey - Client Support & Request Resolution Framework - Dispute/ Conflict Management & Resolution - Understanding Basic Concept Of Proposed Digital Marketing Solution Digital Marketing Campaign - Facebook Marketing Campaign: - KPIs*: Minimum 150% ROAS * KPIs are different across industry and country and client must track pipeline, sales and revenue generated from the campaign to calculate ROAS. Conversion include online form enquiries, email clicks, phone clicks and whatsapp clicks. - Facebook Business Page setup/ editing - Facebook Pixel tracking setup/ implementation - Facebook post content strategy/ topic and calender development - Facebook post creation (image + content) x 12 - Weekly Facebook posting - Facebook post content strategy and topic optimization based on performance					
		Per Report	1.00		
		Per Report	1.00		
		Per Month	3.00		

Digital Marketing Campaign - Facebook Ad Campaign: - KPIs*: Minimum 150% ROAS * KPIs are different across industry and country and client must track pipeline, sales and revenue generated from the campaign to calculate ROAS. Conversion include online form enquiries, email clicks, phone clicks and whatsapp clicks.					
- Facebook ad account setup & linking - Facebook Pixel tracking setup/ implementation - Up to 10 campaigns setup - Facebook Ad Campaign Management & Optimization - Campaign performance monitoring - Budget allocation optimization - Audience targeting (location, demographic, interest, behavior, etc) optimization - Creative optimization - A/B testing for ad creative and targeting	Per Month	3.00			
Digital Asset Creation: Facebook Post x 12 (Up to 150 words per post)	Per Unit	12.00			
Digital Asset Creation: Up to 1 landing page creation (copywriting of up to 1000 words + design + development) or Up to 5 Landing Pages Optimization	Per Setup	1.00			
Digital Asset Creation: - Up to 10 single images or 3 Carousel/ Animated Gif/ Slideshow ad creative development [Visual + Design (Up to 3 frames per Animated Gif ad and up to 20 seconds per Slideshow ad) + Copy Writing (up to 200 words per single image ad/ carousel/ animated/ slideshow ad)	Per Setup	1.00			
Review and Recommendation: Monthly Facebook marketing report	Per Report	3.00			
Review and Recommendation: Monthly Facebook ad report	Per Report	3.00			
Review and Recommendation: Monthly review	Per Month	3.00			
Review and Recommendation: Final Report	Per Report	1.00			
Development and integration of leads management processes with existing business processes	Per Setup	1.00			
4) Training					
Training: Handover & Training Guide	Per Setup	1.00			
5) Others NA	NA	1.00			
	Total	\$ 8,400.00		\$ 8,400.00	

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