

Company	Duo Studio Pte. Ltd.
Digital Solution Name & Version Number¹	DM Duo Studio Digital Marketing Packages - Package 1 - SMA Facebook and SMA Instagram Static Package [3 months]
Appointment Period	15 December 2022 to 14 December 2023
Extended Appointment Period²	15 December 2023 to 14 December 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software NOT APPLICABLE		n/a	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis Needs Analysis Report - Client/Company Analysis - Competitor Audit and Review (using free Meta Ad Library and www.socialblade.com) - Cultural Trends and Insights - Consumer Insights (using free Meta Audience Insights)		per set up	1.00		
Digital Marketing Strategy Development Digital marketing strategy report - Objectives and KPIs - Strategic approach and proposition - Communications architecture (content pillars) - Channel strategy - Media strategy - Creative approach and mockups - Client engagement and conflict resolution framework - Client engagement plan		per set up	1.00		
Digital Marketing Campaigns a) Social Media Advertising (SMA) on Facebook for 3 months Set up ad campaign with existing post boost tweaks or new ad creative with budget, target audience selection and bidding strategy - Meta Pixel Conversation Tracking Setup - Ad monitoring and optimisation (A/B testing if required)		per month	3.00		
b) Social Media Advertising (SMA) on Instagram for 3 months Set up ad campaign with existing post boost tweaks or new ad creative with budget, target audience selection and bidding strategy - Meta Pixel Conversation Tracking Setup - Ad monitoring and optimisation (A/B testing if required)		per month	3.00		
Estimated target ROAS: 1.5x - 2x (actual target will be provided during project commencement based on product, pricing and call to action methods)					
Digital Assets Creation 3x original static and 3x original gif content creation (in-visual text and graphical elements based on client provided images or stock photography) and caption writing, monthly for 3 months		per month	3.00		

Review and recommendation					
Quarterly report for content and ads performance					
- Posts compilation					
- Best and least performing posts and analysis					
- Data on Reach, followers, engagement, clicks, CPM, CPR, CPPL, CPE, CPC, CTR from Ads Manager	per quarter		1.00		
- ROI and ROAS					
- Recommendations					
Development and integration of leads management processes with existing business processes if required	per set up		1.00		
4) Training					
Handover checklist documentation	per set up		1.00		
5) Others					
Not Applicable					
Total				\$	8,424.00
				\$	8,424.00

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