

Company	Inbox Consults Pte Ltd
Digital Solution Name & Version Number¹	DM Inbox Digital Marketing Packages - Package 4 - Digital Awareness - Brand Awareness / Engagement (2 months) - With ExShoot Page
Appointment Period	22 December 2022 to 21 December 2023
Extended Appointment Period²	22 December 2023 to 21 December 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Project Duration: 2 months execution + 1 month preparation / set-up					
Digital Marketing Needs Analysis Pre-project Meetings		manhours	4.00		
Needs Analysis - Definitive Business Precision Questionnaire		manhours	5.00		
Pre-project Consultancy and Advisory		manhours	8.00		
Digital Marketing Strategy Development Project Proposal which includes proposed campaign strategy, content references, budget and schedules)		manhours	8.00		
Engagement Plan Key Campaign Milestones Expected Client's involvement Conflict Management Framework					
Pre Campaign Preparations Setting up of Google Ad, Facebook / Facebook Business Page, Instagram and other social media accounts as required for the advertising campaign. Setting up of the Analytical Tools required to measure the advertisement results, including Google Analytics, Facebook Pixels and other tools as required for the advertising campaign. Setting up leads management tools such as Google Accounts, Zapier, Burst SMS as required and integrate them with Website / Landing Page / Webinar links		manhours	8.00		
Digital Marketing Campaigns 2 Months of Advertisement Management and Execution on any 2 selected social media channel including Facebook / Instagram / LinkedIn / TikTok / Youtube / Twitter and others Display/Video Campaign (Brand Awareness) Objective: Brand Awareness Campaign Optimisation (if applicable) - Budget Allocation Optimisation / Interests/Behaviours Targeting Optimisation / Demographics Targeting Optimisation / Placement Optimisation / Location Optimisation / Creative Optimisation / Ad Copywriting Optimisation / Conversion Tracking / A/B Testing		manhours	25.00		

<p>Display Video Campaign (Engagement) Objective: Engagement Campaign Optimisation (if applicable) - Budget Allocation Optimisation / Interests/Behaviours Targeting Optimisation / Demographics Targeting Optimisation / Placement Optimisation / Location Optimisation / Creative Optimisation / Ad Copywriting Optimisation / Conversion Tracking / A/B Testing</p> <p>Target ROAS 120% - 150% Target 20% to 80% Increase in Social Media Reach and/or Impressions (A better estimation will be provided during our strategy session clients: ROAS is dependent on number of factors like product, pricing, intended call to action etc)"</p> <p>Livestream Webinar - Coaching and setting up of Zoom integration (optional)</p> <p>Digital Assets Creation Creation of 2 Branding Videos - for use in Website or social medias - 1/2 Day Video Shoot - Video Duration up to 120 seconds each - Final edited videos will be given to client in mp4 format Landing Page - 1 Dedicated Landing Page with Copywriting Advertisement Copywriting - 2 sets of ads writeups</p> <p>Review and recommendation A review session of 1 - 2 hours maximum at the end of every ad campaign runs. "Campaign Report to provide campaign results and recommendation to improve on the next run of the ad campaign." A final review session of 1 - 2 hours maximum at the final conclusion of the ad campaign Final Campaign Report to provide summary of the past campaigns and recommendation for the future ad campaigns</p> <p>4) Training Trainings Training and review on the webinar execution "Training / guidance / handholding on the digital advertising campaign process" Training on lead generation and management. Project Handover</p> <p>Support "Able to schedule for up to 5 hours of follow up call or online zoom sessions for additional supports. This valid until 1 month after the handover of the project"</p> <p>5) Others Not Applicable</p>	<p>NA</p> <p>manhours</p> <p>manhours</p> <p>manhours</p> <p>manhours</p>	<p>1.00</p> <p>50.00</p> <p>8.00</p> <p>25.00</p> <p>5.00</p>	<p></p>	<p></p> <p>Total \$ 10,000.00</p>	<p></p> <p>\$ 10,000.00</p>
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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