

Company	Injob Creative Pte Ltd
Digital Solution Name & Version Number¹	DM Injob Creative Digital Marketing Packages - Package 1 - SMM + SMA [3 Months]
Appointment Period	16 March 2023 to 15 March 2024
Extended Appointment Period²	16 March 2024 to 15 March 2025

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 Not Applicable					
3) Professional Services Professional Services Digital Marketing Needs Analysis Company Analysis Competitor Analysis Evaluation of current social presence (FB/IG) Needs/Assets Analysis Product/Service Analysis Customer Analysis		Per Setup	1.00		
Digital Marketing Strategy Development Digital Marketing Strategy Report Customer Profile Brand Direction and Positioning Client Engagement Plan KPIs Campaign Objectives		Per Setup	1.00		
Digital Marketing Campaign (3 Months) Social Media Advertising (SMA) Campaign Setup Facebook/IG Business Manager Ad Creative Design Ad copies creation and copywriting Target Audience Setup Facebook Pixel Setup Facebook Page Content Calender Planning and scheduling		Per Setup	1.00		
Campaign Optimisation (3 months) Audience List Optimisation Bid Optimisation and monitoring Ad copies split testing		Per Setup	1.00		
Digital Assets Creation SMA 4 to 6 static Creative or 2 Carousel ads per setup 4 to 6 Ad copywriting		Per Setup	1.00		

Review and Recommendation SMA Monthly Performance Report Website Data Analytics Report Campaign Metrics & Report Observations & Recommendations					
SMA Performance Objectives (KPI/TARGET ROAS) Target Click through rate (CTR) 2% to 5% Target ROAS 150% (Estimated ROAS calculation to be provided upon Project Onboarding. Differs based on Industry and Product/Service promoted)	Per Setup	1.00			
Social Media Management (SMM) Evaluation of Client Current Social Presence Duration - 3 months Content Management for FB & IG Content Bucket Planning Content Curation and Development Content Asset Development Social Media Calendar Planning (8 post per month)	Per Setup	1.00			
SMM 3 x cover banner 20 to 24 Facebook/IG contents	Per Setup	1.00			
SMM Social Media Engagement Report Observations & Recommendations					
SMM Performance Objectives (KPI) Target increment in brand awareness Increase Impressions: 200% - 500% or target increment in engagement (likes, comments and shares) Expedited increase in Social Media Reach: 30% to 80% Target Conversion Rate: Estimated 10 to 20 leads or followers per month with an increase of at least 10% for subsequent months	Per Setup	3.00			
Development and Integration of leads management processes with existing business processes	Per Setup	1.00			
Final Summary Report	Per Setup	1.00			
4) Training Training and Handover	Per Setup	1.00			
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