

Company	MediaPlus Digital Pte Ltd
Digital Solution Name & Version Number¹	DM MediaPlus Digital Marketing Package - Advanced Social DM Package (SMM/ SMA) [6 Months]
Appointment Period	19 May 2022 to 18 May 2023
Extended Appointment Period²	19 May 2023 to 18 May 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					
a) Digital Marketing Needs Analysis					
- Company Analysis					
- Competitor Analysis					
- Needs Analysis					
- Digital Asset Analysis					
b) Digital Marketing Strategy Development		Per Setup	1.00		
Digital marketing strategy report					
- Campaign objectives					
- Target audience					
- Brand direction /positioning					
- Client engagement					
- KPIs					
Digital Marketing Campaigns					
1) Social Media Advertising (SMA)					
- Evaluation of client current social presence (Facebook/Instagram)					
- campaign objective analysis (brand awareness/ reach/traffic/engagement/video views/message/lead generation/conversions/ecommerce)					
- Duration: 6 months					
a) Campaign setup					
- Facebook Business manager / Instagram business page					
- Ad creatives design					
- Ad copies creation and copywriting					
- Target audience setup					
- Bidding strategy setup					
- Facebook pixel setup					
- Facebook Page content calendar post planning					
- Facebook posts scheduling					
b) Campaign Optimisation					
- Audience list optimization					
- Bid optimization and monitoring					
- Ad Copies split testing					
c) Performance objectives					
- Target conversion rate: 2% to 5% of total clicks					
- ROAS estimated to be 200% (Client target ROAS to be calculated during campaign kickoff)					
- Campaign analysis and provide feedback to align with marketing objectives					
		Per Setup	1.00		

<p>2) Social Media Management (SMM)</p> <ul style="list-style-type: none"> - Evaluation of client current social presence (Facebook/Instagram) - Duration: 6 Months a) Social Content Management <ul style="list-style-type: none"> - Facebook / Instagram Page review - Content curation and development - Content Collation - Campaign Conceptualisation (Theme and objectives) - Social Media Calendar Planning (4 Post Per Month) - Social Media Interactive Stories or Post (4 Post Per Month) b) Performance Objectives <ul style="list-style-type: none"> - Target increment in brand awareness (Impressions): 200% - 700% or target increment in engagement (Likes, Comments & Shares) 2%-5% of followers (To be discussed during campaign kickoff with all clients, ROAS depends on product/service, website and promotions) <p>Digital Assets Creation</p> <p>a) SMA</p> <ul style="list-style-type: none"> - Up to 6 static creatives or 2 carousel ads per setup - Up to 6 ad copywriting <p>b) SMM</p> <ul style="list-style-type: none"> - 2 x Cover Banner - Up to 24 Facebook/Instagram Cross platform content (Includes creatives) - Up to 24 Facebook/Instagram Cross platform interactive story (Includes creatives) <p>Review and recommendation</p> <p>SMA Monthly Performance Report</p> <ul style="list-style-type: none"> - Website Data Analytics Report - Campaign Metrics & Report - Observations & Recommendations <p>SMM Monthly Report</p> <ul style="list-style-type: none"> - Social media engagement report - Observations & Recommendations <p>Development and integration of leads management processes with existing business processes</p> <p>Final Summary Report</p> <p>4) Training Handover</p> <p>5) Others Not Applicable</p>		<p>Per Setup</p> <p>Per Setup</p> <p>Per Setup</p> <p>Per Month</p> <p>Per Setup</p> <p>Per Report</p> <p>Per Setup</p>	<p>1.00</p> <p>1.00</p> <p>1.00</p> <p>6.00</p> <p>1.00</p> <p>1.00</p> <p>1.00</p>	<p>Total</p>	<p>\$ 9,880.00</p> <p>\$ 9,880.00</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