

<b>Company</b>	Next Level SG Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	Accelerated Digital Marketing For SMEs - Accelerated Digital Marketing For SMEs - Lead Generation
<b>Appointment Period</b>	28 October 2021 to 27 October 2022
<b>Extended Appointment Period<sup>2</sup></b>	28 October 2022 to 27 October 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not applicable		1	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis: Client Discovery And Current State Analysis Competitor Analysis		Per Report	1.00		
Digital Marketing Strategy Development: Developing A Product or Service Offer According To Buyer Psychology Selecting A Campaign Objective Audience Targeting Campaign Placement Methodology and Selection Budget Planning & Optimisation Metrics Campaign Concept Brainstorming		Per Report	1.00		
Digital Marketing Campaigns: 2 Campaigns (On Facebook and Instagram): - Lead generation campaign execution - Strategy planning for up to 2 offers - Persuasive copywriting (limited to 700 words) - Conversion optimised creatives - Data driven campaign optimisation - A/B testing of image, copy and audience variations		Month	3.00		
Campaign Optimisation -Weekly campaign updates -Daily campaign monitoring and optimisation in office hours -Whatsapp chat support chat					
Digital Assets Creation: Image Creation & Editing for Conversion campaigns Inclusive of stock photo purchase and editing Usual image sizing 1920x1080px or 1080x1080px		Per Unit	6.00		
Digital Assets Creation: Pre Live Social Post Image		Per Unit	2.00		
Review and recommendation: Post Campaign Meeting Post Campaign Report with Recommendations		Per Report	2.00		
Final Report		Per Report	1.00		
Target Return On Ad Spend (ROAS): 150%-500 (This will be discussed during our strategy session with all clients: the number ranges based on product, website and offer)		NA	1.00		
4) Training Handover		Per Setup	1.00		
5) Others Not Applicable					
<b>Total</b>				<b>\$ 9,900.00</b>	<b>\$ 9,900.00</b>

<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

<sup>2</sup> 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