

Company	TheAsiaMedia Pte Ltd
Digital Solution Name & Version Number¹	DM TheAsiaMedia Digital Marketing Packages - Package 5 - SMM + Google Ads with Google Street View [3 Months]
Appointment Period	16 June 2022 to 15 June 2023
Extended Appointment Period²	16 June 2023 to 15 June 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not Applicable					
2) Hardware Not Applicable					
3) Professional Services					
Digital Marketing Needs Analysis - Assessment of the current state of digital presence		Per Report	1.00		
- Business needs					
- Digital Asset Analysis					
- Competitor Analysis					
Digital Marketing Strategy Development - Project objectives		Per Report	1.00		
- Target audience					
- Brand angle/positioning					
- Digital platforms					
- Key Performance Indicators (KPIs)					
- Digital asset creation					
- Client engagement framework.					
Digital Marketing Campaigns					
Social Media Management					
- Facebook Marketing		Per Month	3.00		
- Setting strategic goals					
- Facebook Posts (5x)					
- Managing Reviews					
- Insights					
- Facebook Ad placement					
- Refining the targeted audience					
- Reach and Post Engagement					
Google Knowledge Graph		Per Setup	1.00		
- Search Engine Optimization					
Google My Business Management					
- Manage online presence on Google Search & Maps		Per Month	3.00		
- Keep business information up to date					
- Share announcements and news (5x)					
- Showcase photos or videos of business					
- Showcase of products or offerings					
- Managing Reviews - Insights					
Google Street View		Per Setup	1.00		
- Publish to Google Maps					
- Business listing with 360-degree photos					
- Business listing with 360-degree virtual tour					
- Insights					
Google Advertising Campaign		Per Month	3.00		
- Setting strategic goals					
- Google Keyword Planner					
- Google Ads location targeting					
- Campaign performance details					
Target Return On Ad Spend (ROAS): Min 200%		Per Unit	1.00		

Digital Assets Creation Content writing for campaign posts (5x) - Content planning - Review and Edit - Revisions - SEO Keywords and Hashtags	Per Month	3.00		
Creative Design Images for campaign posts (5x) - Creative planning - JPG or PNG file format - High resolution - Revisions - No attribution is required	Per Month	3.00		
Google Street View Photography - 360 degree photography and stitching - Up to 6 panoramic photos, 8K resolution	Per Setup	1.00		
Review and recommendation - Monthly performance report with observation and recommendations	Per Report	1.00		
Final Project Report	Per Report	1.00		
Training - Handover Checklist Documentation	Per Setup	1.00		
4) Training Not Applicable				
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