

Company	The Assets Management Pte Ltd
Digital Solution Name & Version Number¹	DM TAM Digital Marketing Packages - Package 1 - SMA + SMA (3 months)
Appointment Period	25 August 2022 to 24 August 2023
Extended Appointment Period²	25 August 2023 to 24 August 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software N.A.		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services					
Digital Marketing Needs Analysis					
• Objectives					
• Current Digital Asset Analysis		Per Report	1.00		
• Competitive Analysis					
• Project Budget					
• Digital Marketing Needs Survey					
Digital Marketing Strategy Development					
• Audience					
• Creative Inspirations					
• Tone of Voice for Caption		Per Report	1.00		
• Objectives & Content Plan for Social Media Advertising					
• Critical Response Plan					
• Client Engagement Plan					
One-Time Setup of Accounts					
• Gmail					
• Google My Business					
• Google Drive					
• Facebook Business Manager + Ad Account		Per Unit	1.00		
• Linktree					
• Canva					
• WhatsApp for Business (if applicable)					
• Creation and Installation of Facebook Pixel (if applicable)					
Digital Marketing Campaigns					
3 months Social Media Advertising Campaign					
• Social Media Advertising - Campaign 1					
- Platform: Facebook/Instagram					
- Creation of Campaign, Ad Set, Ad Copy and Design		Per Unit	1.00		
- Creation of Target Audience & Bidding Strategy					
- Identify Campaign Objective: Brand Awareness/Reach/Traffic/Engagement/Video Views/Messages/Lead Generation/Conversions/Catalogue Sales/App Installs					
- Interests/Behaviours Targeting Optimisation/Demographic/Targeting Optimisation/Placement Optimisation/Location Optimisation/Creative Optimisation/Conversion Tracking		Per Unit	1.00		
- Budget Allocation Optimisation					
- Audience List Optimisation		Per Unit	1.00		
- Campaign Optimisation and Monitoring					
- Remarketing and retargeting					

<ul style="list-style-type: none"> • Social Media Advertising - Campaign 2 - Platform: Facebook/Instagram - Creation of Campaign, Ad Set, Ad Copy and Design - Creation of Target Audience & Bidding Strategy - Identify Campaign Objective: Brand Awareness/Reach/Traffic/Engagement/Video Views/Messages/Lead Generation/Conversions/Catalogue Sales/App Installs 	Per Unit	1.00		
<ul style="list-style-type: none"> - Interests/Behaviours Targeting Optimisation/ Demographic/Targeting Optimisation/Placement Optimisation/Location Optimisation/Creative Optimisation/Conversion Tracking 	Per Unit	1.00		
<ul style="list-style-type: none"> - Budget Allocation Optimisation - Audience List Optimisation - Campaign Optimisation and Monitoring - Remarketing and retargeting 	Per Unit	1.00		
<ul style="list-style-type: none"> • KPI/ROAS: - Minimum 100% - 200% ROAS (Estimated ROAS calculation to be provided upon Project Onboarding) 	NA	1.00		
<ul style="list-style-type: none"> Digital Assets Creation • Social Media Advertising - 1x Set of Ad Creative + Copywriting - Up to 3 Single Image OR 1 Carousel per set" • Other Digital Assets - 1x Brand Style Guide (If applicable) - 1x Optimised Profile Picture - Up to 2x Optimised Cover Image - 4x Personalised Social Media Feed Templates in 1:1 and 16:9 - 5x Instagram Highlight Cover (If applicable) 	Per Unit	2.00		
<ul style="list-style-type: none"> Review and recommendation • Monthly Review Report • Final Campaign Report 	Per Report	4.00		
4) Training				
<ul style="list-style-type: none"> Training • Digital Assets Handover • Training Guide 	Per Setup	1.00		
5) Others				
Not Applicable				
Total			\$ 6,800.00	\$ 6,800.00

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