

Company	The Little Black Book Pte Ltd
Digital Solution Name & Version Number¹	DM The Little Black Book Social Media Digital Marketing Package - Package 1 - SMM Facebook + SMM Instagram [3 Months]
Appointment Period	08 September 2022 to 07 September 2023
Extended Appointment Period²	08 September 2023 to 07 September 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not applicable to Digital Marketing Packages		per user	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis: Social Media Marketing Understanding and meeting the needs of client's business - Target Audience (age group, gender, social class, profession, lifestyle, interests, preferences, and pain points) - Business edge - Product & competitors - Barriers Audit Report of existing social media's content & visual & communication style on Facebook & Instagram Digital Marketing Strategy Development: Content and Communication Strategy for Social Media: A Proposal that includes - Social Media Plans - Key Content Pillars - Tone of voice - Styling - Content Proposal with planned artworks, ads and proposed scheduled dates for postings and campaigns Digital Marketing Campaigns: 3 Months Social Media Marketing (Facebook & Instagram) Campaign Facebook Campaign Set up - Set up of Facebook Business Manager Up to 6 paid campaigns per month across 3 months, which includes - Creation of campaign, ad set and ad copy - Identifying social media campaign objectives such as Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions / App Installs, website traffic, followers. - Optimisation of campaigns to tune budget, behavioral targeting, demographics, placement, location, creative. Target KPI/ROAS: 150 to 200% (Dependent on ad objectives, product, website and promotional offer, if applicable. Strategy to be discussed with client upon project onboarding.)		per report	1.00		
		per report	1.00		
		per month	3.00		

<p>Instagram Campaign Set up - Set up of Instagram Business Page Up to 6 paid campaigns per month across 3 months, which includes - Creation of campaign, ad set and ad copy - Identifying social media campaign objectives such as Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions / App Installs, website traffic, followers.</p> <p>- Optimisation of campaigns to tune budget, behavioral targeting, demographics, placement, location, creative. Target KPI/ROAS: 150 to 200% (Dependent on ad objectives, product, website and promotional offer, if applicable. Strategy to be discussed with client upon project onboarding.)</p>	per report	1.00		
<p>Digital Assets Creation: Social Media Assets Creation (3 Months) - 12 Video organic posting per month - 10-sec dynamic photo stylised Videos - Types of videos to choose from: Behind-the-scenes, brand showcase, instructional videos, product benefits, testimonials, promotional/sale and teasers/trailers. - Includes copywriting of accompanied captions and in-visuals - Scheduling of monthly content on Facebook and Instagram</p>	per month	3.00		
<p>Review and recommendation: Monthly Campaign Report - Social media organic posting - Social media paid campaign report</p>	per report	3.00		
<p>4) Training Handover - Logins - Captions in word document - Videos in mp4 or any other assets - Training Final Review & Handover</p>	per report	1.00		
<p>5) Others Not Applicable</p>				
Total			\$ 9,600.00	\$ 9,600.00

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