

Company	The Little Black Book Pte Ltd
Digital Solution Name & Version Number¹	DM The Little Black Book Social Media Digital Marketing Package - Package 2 - SMM Facebook + SMM Instagram + Live Shoot [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 2 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 campaign on both FB/IG	2.00		

<p>Instagram Campaign Set up - Set up of Instagram Business Page 2 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.)</p>	per campaign on both FB/ IG	2.00		
<p>Digital Assets Creation Social Media Assets Creation (3 Months) - 8 Video organic posting - 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>Videography (Half-day, capped at 5 hours) - Provision of crew and videography equipments - 1 x 1-minute video which includes scripting, storyboarding, pre-production meetings with client and post-production of video - Includes one royalty-free music track for online usage only - Final deliverables in .mov/.mp4</p>	per production shoot	1.00		
<p>Review and recommendation: Monthly Campaign Report - Social media organic posting - Social media paid campaign report</p>	per report	2.00		
<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			\$ 11,000.00	\$ 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