Company	Verz Design Pte Ltd
Digital Solution Name & Version Number:	DM Verz Design Digital Marketing Package - Package 4 - Delta - SMM & SMA (6
	months)
Appointment Period	06 October 2022 to 05 October 2023
Extended Appointment Period ²	06 October 2023 to 05 October 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 Unit	1.00		
2)	Hardware Not Applicable					
3)	Professional Services A. Digital Marketing Needs Analysis 6 Months Social Media Management & Advertising for FB&IG or FB&LinkedIn "1) Brand Market/Industry Research & Analysis 2) Understanding Brand Essence through Mission Statement and Corporate Values 3) Perform Target Audience & Insight Analysis 4) Conduct Brand Positioning and Values Proposition Analysis 5) Review Current Brand Communications/ Messaging & Strategy"		per Unit	1.00		
	B. Digital Marketing Strategy Development "6 Months SMM(FB&IG or FB&LinkedIn) Strategy Report: 1) Business Studies and Industry Research 2) Target Audience Identification & Retargeting 3) Social Media Content Planning & Management 4) Consistency of Post Designs & Tone of Voice 5) Page Performance Optimisation" And "6 Months SMA(FB&IG or FB&LinkedIn) Strategy Report: 1) Digital Marketing Objectives 2) Target Audience Identification & Retargeting 3) Budget Allocation & Optimisation 4) Creative Caption and Design Mock-up for Ads postings 5) Campaign Optimisation"		per Unit	1.00		
	C. Digital Marketing Campaigns 6 Months Social Media Marketing (FB&IG or FB&LinkedIn) Campaign "1) Page Setup/Revamp (FB/IG or FB /LinkedIn) - FB Cover Page - Profile Picture & Content 2) Business Studies and Industry Research 3) Monthly Content Calendar & Planning 4) Content Designs & Caption Writing: - Up to x4 Content Designs each month - Up to 2 revisions each design 5) Dedicated Campaign Specialist to: - Recommend Best Practices to reach business objectives - Implement Recommended Marketing Strategies - Manage Page and Content - Monitor your Campaigns Closely - Communicate Effectively with you on Key Learnings & Next Steps 6) Monthly Reporting & Optimization"		per Unit	1.00		

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Total \$ 10,000.00 \$ 10,000.00							
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¹A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999 ²As 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