

Company	Wolfgang Creatives Pte. Ltd.
Digital Solution Name & Version Number¹	DM Wolfgang Creatives Digital Marketing Packages Version 1.0 - Package 4 - (Inbound and SMM) 3 Months
Appointment Period	03 November 2022 to 02 November 2023
Extended Appointment Period²	03 November 2023 to 02 November 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 • 3C Analysis (Customers, Competitors, Company) • SWOT Analysis (Strength, Weakness, Opportunity, and Threat) • Current Market Positioning and Value Proposition • Current State Analysis of Client’s Digital Marketing Presence and Assets		Per Report	1.00		
Digital Marketing Strategy Development • Objectives (SMART Goals) • Target Audience • Obstacles • Strategies for Creative Concept and Offer Development • Timeline • Key Performance Indicators • Digital Asset Creation • Proposed Budget		Per Report	1.00		
Digital Marketing Campaigns Campaign 1: Inbound Marketing • Choice of 1 existing Digital assets owned by client (e.g. Newsletter / mailing list / collected customers' emails / own website home page promo). • Strategy planning with SME for 1 attractive offer to engage consumers • Copywriting (up to 500 words per offer) • Creative design of ad • Setting and implementation of ad parameters including budget, cost, audience, and other strategic parameters. • Data-driven campaign optimisation • A/B testing of ad copy, hero images, and audience targeting to maximize conversions.		Per Month	3.00		

<p>Digital Marketing Campaigns Campaign 2: SMM</p> <ul style="list-style-type: none"> Choice of 1 channel (choose from among WhatsApp, Facebook, Instagram, Shopee, Lazada, Qoo10, Grab, FoodPanda, Zippy, or other channels selected by SME.) Select any 1 campaign objective - Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions / Catalogue Sales / App Installs Campaign Optimisation (if applicable) - Budget Allocation Optimisation / Interests/Behaviours Targeting Optimisation / Demographics Targeting Optimisation / Placement Optimisation / Location Optimisation / Creative Optimisation / Ad Copywriting Optimisation / Conversion Tracking / A/B Testing / Remarketing Strategy planning with SME for up to 1 attractive offers to engage consumers Copywriting (up to 500 words per offer) Creative design of ad Setting and implementation of ad parameters including budget, cost, audience, and other strategic parameters. Data-driven campaign optimisation A/B testing of ad copy, hero images, and audience targeting to maximize conversions. <p>Digital Assets Creation for 2 Campaigns Creation of 6 images and 6 ad copies to be used for ad campaigns.</p> <ul style="list-style-type: none"> use of stock images with editing (no photography services) <p>Review and recommendation Monthly Performance Report with observations and recommendations. Implementation of recommendations selected by SME. Weekly monitoring of changes with rollback and tweaks as necessary. Whatsapp chat support group</p> <p>Post Campaign Meeting</p> <p>Final Report including SME Handover Notes for SME's team and Recommendations</p> <p>Target Return On Ad Spend (ROAS): 150% to 300% (Depends on industry, to be discussed with client with Digital Marketing Strategy Development.)</p>		Per Month	3.00		
<p>4) Training Training Session for Client (Up to 2 hours)</p> <ul style="list-style-type: none"> Handover of all campaign material, including raw files Ad management maintenance training Social media Management maintenance training 		Per Unit	1.00		
<p>5) Others Not Applicable</p>		Per Report	2.00		
		Per Report	1.00		
		Per Session	1.00		
		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