

<b>Company</b>	welovesupermom pte ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Supermom Digital Marketing Packages - Package 2 - EM + SMA [3 Months]
<b>Appointment Period</b>	22 December 2022 to 21 December 2023
<b>Extended Appointment Period<sup>2</sup></b>	22 December 2023 to 21 December 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		N.A.	1.00		
2) Hardware Not applicable to Digital Marketing Packages		N.A.	1.00		
3) Professional Services Digital Marketing Needs Analysis					
a. Understanding Target Audience, Market Description, Key Products/Services		per report	1.00		
b. SWOT Analysis					
c. Competitor Analysis					
Digital Marketing Strategy Development					
Digital Marketing Strategy Report					
Digital Marketing Strategy Framework					
a. Goals & Objectives					
b. Competitor Research		per report	1.00		
c. Custom Target Audience					
d. Digital Marketing Channels					
e. Digital Marketing Strategy Plan					
- Client Engagement Framework					
- Client Engagement Plan					
- Client Resolution Framework					
Digital Marketing Campaigns					
Campaign #1: Email Marketing (3 months)					
Scope of Work:					
- Strategy planning for email marketing campaign					
- Curation of content direction, design & copywriting for 1x EDMs per month		per month	3.00		
- Set up of final email copy to email base					
Target KPIs:					
- Estimated min 15% open rate (depends on client base and industry size)					
Campaign #2: Social Media Advertising (3 months)					
Scope of Work:					
- Set up of Facebook Business Manager					
- Set up of Facebook Content Calendar					
- Curation of 4x Organic postings / Month based on UGC generated					
- Curation of content direction, design & copywriting based on insights generated					
- Curation of 2x paid advertising campaigns / Month based on insights generated					
- Curation of Campaign, Ad set & Ad copy		per post	12.00		
- Curation of target audience, budget optimization					
Target KPIs:					
- Estimated average CTR: 0.9%					
- Estimated average ROAS: 4:1					
(actual performance depends on industry and client target audience)					
Cost does not include paid advertising budget.					

Digital Assets Creation - Campaign #1: Email Marketing Scope of Work: - Design of up to 3x graphical work images (image based) for email marketing content per EDM		per unit	9.00		
Digital Assets Creation - Campaign #2: Social Media Advertising Scope of Work: - Design of up to 12x graphical work images (Image based) for Social Media Advertising (Facebook)		per unit	12.00		
Review & Recommendation - Report for Email Marketing Campaign		per unit	3.00		
Review & Recommendation - Report for Social Media Advertising		per unit	3.00		
4) Training					
Handover & Training		per set up	1.00		
5) Others					
Not Applicable					
<b>Total</b>				<b>\$</b>	<b>9,470.00</b>
				<b>\$</b>	<b>9,470.00</b>

<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

<sup>2</sup> 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