

Company	Verz Design Pte. Ltd.
Digital Solution Name & Version Number¹	DM Verz Design Digital Marketing Package Version 2 - Package 4 - Delta - SMM & SMA (3 months)
Appointment Period	13 March 2025 to 12 March 2026
Extended Appointment Period²	13 March 2026 to 12 March 2027

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not Applicable		per unit	1.00		
2) Hardware Not Applicable					
3) Professional Services A. Digital Marketing Needs Analysis 3 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 "3 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 "3 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 3 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: - x8 Content Designs each month - 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		

<p>3 Months Social Media Advertising (FB&IG or FB&LinkedIn) Campaign "1) Account Setup - Ad Account Setup (FB/IG or LinkedIn) - Setup of Business Manager/Campaign Manager Platform (FB/IG or LinkedIn) 2) Ad Campaign Setup: - Consultation with campaign specialist prior to launch campaign - Creation of 4 Ad Campaigns based on 1 Main Target Audience with retargeting - 1 Ad Copy Designs & Copywriting / Ad Campaign - Campaign Budget Allocation 3) Dedicated Campaign Specialist to: - Recommend Best Practices to reach business objectives - Implement Recommended Marketing Strategies - Manage Campaign and Ad - Monitor your Campaigns Closely - Communicate Effectively with you on Key Learnings & Next Steps 4) Monthly Campaign Reporting & Optimization"</p>		per unit	1.00		
<p>D. KPI/ROAS "SMM + SMA: Expedited Increase in Social Media Reach: 20% to 80%, ROAS more than 200% (depending on industry benchmark upon onboarding)"</p>		per unit	1.00		
<p>E. Digital Assets Creation "x8 SMM Content Designs each month / Total of x24 Content Designs in a span of 3 months: a) x3 Static Artwork Design and Development: - Product visual provided by client - 2 revisions b) x1 GIF OR x1 Animated Video x1 GIF - Product visual by client - 2 revisions</p>		per unit	1.00		
<p>OR x1 Animated Video - 15 seconds only - 2 revisions 2) 4 Ad Copies: x4 Ad copywriting for 2 revisions"</p>					
<p>F. Review and recommendation "Social Media Marketing: Monthly Campaign Report: - Social Media Audit and Ad Performance Analysis - SMM Organic Postings Report - SMA Monthly Paid Campaign Report - SMA Recommendations Report"</p>		per unit	1.00		
<p>G. Final Report</p>		per unit	1.00		
<p>H. Development and integration of leads management processes with existing business processes</p>		per unit	1.00		
<p>4) Training Handover Checklist Documentation</p>		per unit	1.00		
<p>5) Others Not Applicable</p>					
			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