

<b>Company</b>	Roots Digital Pte. Ltd.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Roots Digital Marketing Packages - Digital Ads + SMM [3 months]
<b>Appointment Period</b>	30 January 2025 to 29 January 2026
<b>Extended Appointment Period<sup>2</sup></b>	30 January 2026 to 29 January 2027

**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		Not Applicable	0.00		
2) Hardware Not Applicable					
3) Professional Services Digital marketing needs analysis • Ad account audit • Social media audit • Competitor analysis		Per Report	1.00		
Digital marketing strategy development • Digital marketing strategy report		Per Report	1.00		
Digital Marketing Campaign 1: Ad Campaign Management [3 months]  Choose between Google Search, Meta Ads or TikTok Ads  Scope of work Campaign optimisation: • Ad performance monitoring • Targeting performance monitoring  Duration 3 Months  Minimum ROAS of 1.5X (for ecommerce campaign) and Minimum 10% to 50% increase in leads count (for lead generation campaign)		Per Month	3.00		
Digital Marketing Campaign 2: Social Media Management [3 months]  Scope of work • Content strategy development • Content ideation • Content scheduling  Duration 3 Months  Minimum increase in social media account reach by 10% - 20% within 3 months		Per Month	3.00		
Ad Campaign Setup  Scope of work • Account creation and setup • Campaign structure development • Ad targeting strategy • Ad copywriting • Conversion tracking setup		Per Setup	1.00		

Digital Assets Creation 1:					
12 social media posts					
• 6 video posts					
• 6 static posts		Per Shoot	1.00		
Social Media Video production					
• Scripting & storyboarding					
• Video editing & post-production					
• 1x filming session					
Digital Assets Creation 2:					
1X landing page		Per Design	1.00		
Review and recommendation					
• Final report and review		Per Report	1.00		
4) Training					
Handover		Per Setup	1.00		
5) Others					
Not Applicable					
<b>Total</b>				\$ 10,000.00	\$ 10,000.00

<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