

Company	Innovative Hub (SG) Pte.Ltd.
Digital Solution Name & Version Number¹	DM Innovative Hub Digital Marketing Packages - Package 2-SMM(XHS content creation)+SMA(XHS Paid Advertisement)-3Months
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 to Digital Marketing Packages		NA	0.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis		Per Report	1.00		
Digital Marketing Strategy Development Digital Marketing Strategy Report - Marketing Objectives - KPIs - Budget Plan - Brand Positioning - Target Audience - Client Engagement Framework - Project Brief & Plan - Conflict Resolution Framework		Per Report	1.00		
Xiao Hong Shu Management-3 Months Scope of Work - 8 static post per month - Finalised Caption Copywriting - Content Publishing - Hashtag Creation - SEO Optimisation for content Target KPI: Engagement Rate 200-500 Follower Growth more than 30% Target Leads: 10-30		Per Month	3.00		
Digital Assets Creation per month - Graphic Design & Chinese Copywriting x 8 per month		Per Month	3.00		
Digital Marketing Campaign 2 Paid Advertising campaign Scope of Work: - (a) Conversion tracking - (b) Ads copywriting - (c) Engagement Rate Optimization - (d) Interest & lookalike targeting Target KPI : Cost of Click less than \$1 Target ROAS: 120% to 300% (This will be discussed during our strategy session with all clients: the number ranges based on product, website and offer)		Per Month	3.00		
Review and recommendation		Per Setup	1.00		
Final Report		Per Setup	1.00		
Development and integration of leads management processes with existing business processes		Per Setup	1.00		
4) Training Handover Checklist Documentation		Per Setup	1.00		

5) Others Not Applicable					
Total				\$ 10,200.00	\$ 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