

Company	Craft Creative Pte Ltd
Digital Solution Name & Version Number¹	DM Craft Creative Digital Marketing Packages - Package 3 - (SMM + SMA) [3 months]
Appointment Period	22 September 2022 to 21 September 2023
Extended Appointment Period²	22 September 2023 to 21 September 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		NA	1.00		
2) Hardware Not applicable to Digital Marketing Packages		NA	1.00		
3) Professional Services Digital Marketing Needs Analysis - Industry and Competitor Analysis - Online presence evaluation - Market Research Research and Analysis - Business differentiation		Per setup	1.00		
Digital Branding and Marketing Consultancy - Digital Marketing Strategy Development - Story conceptualization on digital marketing direction - Identifying Target Audiences		Per setup	1.00		
Digital Marketing Campaign Social Media Content Communication Creation - 8 x organic posts per month - Content Calendar Creation - Creative inspirations - Creating and distributing content for FB & IG - Post captions copywriting - Monitor digital trend and page community		Per campaign	3.00		
KPI and ROAS: - Target growth 10% - 15% for organic reach - Target engagement growth rate range from 1% - 5% - Target ROAS: 200% - 500% (Actual estimation to be calculated to be discussed and agreed during strategy session with clients as it may varies depending on products/services, campaign objectives, and offering, target will be adjusted depends on the needs and report analysis.)					
AND Social Media Marketing Campaign (SMA) - 3 x Social Media campaigns across 3 months (Messages / Lead Generation / Conversions / App Installs) - Creative: Boost from post design - Ad Account Creation - Ad Campaigns set up inclusive of audience targ+B27:B32ustment and placement enhancement.		Per month	3.00		
- Create new ad sets / ad group - Media buy management - Campaign optimization with funnel strategies inclusive of A/B Testing. - Facebook Pixel setup - UTM Parameters setup					
Social Media Campaign Management: - Campaign analysis - Campaign optimisation - Budget optimisation - Recommend and restructure campaign					

<p>KPI and ROAS: - 30% - 80% increase in social media reach / awareness (estimated ROAS calculation to be provided upon the media buy). - Target Click-through-rate (CTR): 2% - 3% - Facebook Page Likes: 100%-300% - Instagram Followers: 100% - 300% - Target Return of Ad Spend (ROAS): 100% - 500% (Actual estimation to be calculated during project onboarding, it is highly dependent on your advertising goals, media budget, industry, offering, and website experience.)</p> <p>Digital Assets Creation Social Media Content - 24 posts design - 24 post captions copywriting - Up to 20 Stock photos (Inclusive) *All artwork and copywriting with up to 3 changes upon first draft</p> <p>- 1 x GIF video *Up to 3 changes upon first draft</p> <p>Analytics and tracking code setup - Google Analytics setup - Google Tag Manager integration - Tracking code setup for Google and Social Media</p> <p>Review and recommendation - Monthly report - Weekly campaign updates - Post campaign meeting - Post KPI campaign report with recommendations</p> <p>4) Training Handover checklist documentation</p> <p>5) Others Not applicable to Digital Marketing Packages</p>	<p>Per month</p> <p>Per set</p> <p>Per setup</p> <p>Per setup</p> <p>Per report</p> <p>Per setup</p> <p>NA</p>	<p>3.00</p> <p>1.00</p> <p>3.00</p> <p>1.00</p> <p>3.00</p> <p>1.00</p> <p>1.00</p>	<p>Total</p>	<p>\$ 10,000.00</p>	<p>\$ 10,000.00</p>
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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