

Company	TheAsiaMedia Pte Ltd
Digital Solution Name & Version Number¹	DM TheAsiaMedia Digital Marketing Packages - Package 2 - SMM + Google Ads with Google Street View [2 Months]
Appointment Period	16 June 2022 to 15 June 2023
Extended Appointment Period²	16 June 2023 to 15 June 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not Applicable					
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis - Assessment of the current state of digital presence - Business needs - Digital Asset Analysis - Competitor Analysis Digital Marketing Strategy Development - Project objectives - Target audience - Brand angle/positioning - Digital platforms - Key Performance Indicators (KPIs) - Digital asset creation - Client engagement framework Digital Marketing Campaigns Social Media Management - Facebook Marketing - Setting strategic goals - Facebook Posts (5x) - Managing Reviews - Insights - Facebook Ad placement - Refining the targeted audience - Reach and Post Engagement Google Knowledge Graph - Search Engine Optimization Google My Business Management - Manage online presence on Google Search & Maps - Keep business information up to date - Share announcements and news (5x) - Showcase photos or videos of business - Showcase of products or offerings - Managing Reviews - Insights Google Street View - Publish to Google Maps - Business listing with 360-degree photos - Business listing with 360-degree virtual tour - Insights Google Advertising Campaign - Setting strategic goals - Google Keyword Planner - Google Ads location targeting - Campaign performance details Target Return On Ad Spend (ROAS): Min 200%		Per project	1.00		
		Per Report	1.00		
		Per Month	2.00		
		Per Setup	1.00		
		Per Month	2.00		
		Per Setup	1.00		
		Per Month	2.00		
		Per Unit	1.00		

Digital Assets Creation Content writing for campaign posts (5x) - Content planning - Review and Edit - Revisions - SEO Keywords and Hashtags	Per Month	2.00		
Creative Design Images for campaign posts (5x) - Creative planning - JPG or PNG file format - High resolution - Revisions - No attribution is required	Per Month	2.00		
Google Street View Photography - 360 degree photography and stitching - Up to 6 panoramic photos, 8K resolution	Per Setup	1.00		
Review and recommendation - Monthly performance report with observation and recommendations	Per Report	1.00		
Final Project Report	Per Report	1.00		
Training - Handover Checklist Documentation	Per Setup	1.00		
4) Training Not Applicable				
5) Others Not Applicable				
Total			\$ 7,400.00	\$ 7,400.00

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