

Company	OOm Pte. Ltd.
Digital Solution Name & Version Number¹	DM OOm Digital Marketing Package - Package - 2 SMA/SMM Combo [3 Months]
Appointment Start Date	23 May 2024
wef. 26 June 2025	

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software NA		NA	0.00		
2) Hardware NA		NA	0.00		
3) Professional Services Digital Marketing Needs Analysis Report - Assessment of Current State of Digital Presence - Assessment of Business Needs - Website Health Check - Competitor Analysis		per report	1.00		
Digital Marketing Strategy Report - Marketing Objective - Target Audience - Budget Allocation - Brand Positioning & Strategy - Engagement Framework		per report	1.00		
Digital Marketing Campaign Social Media Advertising (SMA) Campaign - Monthly KPIs: a) Target Leads: **10-40 or b) Target ROAS: **2x - 5x *Conversion actions include form enquiries, phone clicks or WhatsApp enquiries. KPIs differ based on industry. **Final KPI range will be discussed and finalised during project commencement.		per month	3.00		
- Meta Ad Account Setup - Campaign Setup - Campaign Management & Optimisation - Audience Targeting Analysis & Segmentation - Ad Copy Split Testing - Bid Strategy Monitoring & Optimisation - Facebook Pixel & Conversion Tracking Setup					
Digital Marketing Campaign Social Media Marketing (SMM) Campaign - Monthly KPIs: 20% to 80% Increase in Reach					
- Meta Business Manager Setup - Discovery Session (In-Person Consultation) - Brand Kit & Moodboard Development - Facebook Page Editorial Post Calendar Planning - Facebook Post Scheduling		per month	3.00		

Digital Assets Creation					
SMM					
- Social Media Brand Kit					
- 15 Facebook Post Creative Designs*					
- 15 Facebook Post Copywriting					
*Created based on the design approach discussed in the discovery session and outlined in your brand kit		per set	1.00		
SMA					
- Social Ad Copywriting					
- 2 Ad Visual Designs					
**Quantity is dependent on the business' industry and marketing objective					
Review and Recommendation - Monthly Campaign Report & Review		per report	3.00		
Review and Recommendation - Final Report		per report	1.00		
4) Training					
- Digital Assets Handover					
- Training Guide		per setup	1.00		
5) Others					
NA		NA	0.00		
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

* Qualifying cost refers to the supportable cost to be co-funded under the grant