

Company	The Assets Management Pte. Ltd.
Digital Solution Name & Version Number¹	DM TAM Digital Marketing Packages - Digital Presence Booster - FB/IG SMA (2 months)
Appointment Start Date	26 June 2025

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 to Digital Marketing Packages		NA	0.00		
3) Professional Services					
Digital Marketing Needs Analysis					
• Business Profiling					
• Current Digital Asset Analysis		Per Report	1.00		
• Competitive Analysis					
• Digital Marketing Needs Survey					
Digital Marketing Strategy Development					
• Marketing Objectives & Goals					
• Target Audience		Per Report	1.00		
• Content Planning					
• Project Budget					
• Client Engagement Plan					
One-Time Setup of Accounts					
• Gmail					
• Google My Business					
• Google Drive					
• Facebook Business Manager + Ad Account		Per Unit	1.00		
• Instagram					
• Linktree					
• Canva					
• WhatsApp for Business (if applicable)					
2 months Social Media Advertising Campaign					
• Social Media Advertising - Campaign 1					
- Platform: Facebook/Instagram					
- Creation of Campaign, Ad Set, Ad Copy and Design					
- Creation of Target Audience & Bidding Strategy		Per Unit	1.00		
- Identify Campaign Objective					
- Interests/Behaviours Targeting Optimisation					
- Budget Allocation Optimisation					
- Audience List Optimisation					
- Campaign Optimisation and Monitoring					
- Remarketing and retargeting					
• Social Media Advertising - Campaign 2					
- Platform: Facebook/Instagram					
- Creation of Campaign, Ad Set, Ad Copy and Design					
- Creation of Target Audience & Bidding Strategy		Per Unit	1.00		
- Identify Campaign Objective					
- Interests/Behaviours Targeting Optimisation					
- Budget Allocation Optimisation					
- Audience List Optimisation					
- Campaign Optimisation and Monitoring					
- Remarketing and retargeting					

<ul style="list-style-type: none"> • Social Media Advertising - Campaign 3 - Platform: Facebook/Instagram - Creation of Campaign, Ad Set, Ad Copy and Design - Creation of Target Audience & Bidding Strategy - Identify Campaign Objective - Interests/Behaviours Targeting Optimisation - Budget Allocation Optimisation - Audience List Optimisation - Campaign Optimisation and Monitoring - Remarketing and retargeting 	Per Unit	1.00		
<ul style="list-style-type: none"> • KPI/ROAS: - Overall KPI across all 3 campaigns. Minimum 100% ROAS (Conversion includes private messages and enquiries. KPIs differ based on industry. Final KPIs range will be discussed and finalised during project commencement) 				
Digital Assets Creation <ul style="list-style-type: none"> • Social Media Advertising - 1x Set of Ad Creative + Copywriting - 1 to 3 Static Images OR up to 15 seconds Visual/ Animation Video - Responsive Ad Formats 	Per Unit	3.00		
<ul style="list-style-type: none"> • Other Digital Assets - 1x Brand Style Guide (if applicable) - 1x Optimised Profile Picture 				
<ul style="list-style-type: none"> • Studio Quality AI Spokesperson Video - 1x up to 30 seconds 16:9 Video with a choice of English or Mandarin 	Per Unit	1.00		
Review and recommendation <ul style="list-style-type: none"> • 2x Monthly Review Report • 1x Final Campaign Report 	Per Report	3.00		
Development and integration of leads management processes with existing business processes: Extraction of leads and populating into Google Sheet	Per Setup	1.00		
4) Training <ul style="list-style-type: none"> • Digital Assets Handover • Training Guide 	Per Setup	1.00		
5) Others Not applicable to Digital Marketing Packages	NA	0.00		
Total			\$ 6,900.00	\$ 6,900.00

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