

Company	BENCHMARKING PTE. LTD.
Digital Solution Name & Version Number¹	DM Benchmarking Social media packages - SMM +SMA (3month)
Appointment Period	05 September 2024 to 04 September 2025
Extended Appointment Period²	05 September 2025 to 04 September 2026

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 - Review business needs - Study marketing context - Competitor analysis - Target customer identification - Analyse Digital presence		PER REPORT	1.00		
Digital Marketing Strategy Development - Propose marketing strategy based on SME products or services - Create TikTok Shop Account - Create TikTok Livestreaming Account - Propose KPI for based on SME products or services - Confirm the project timeline with SME - Setup TikTok Ads Account		PER REPORT	1.00		
Campaign 1: TikTok Livestreaming Marketing Campaign SMM (2 Sections) Scope of work - TikTok livestreaming 2 sections, with livestreaming host and selection of products for direct livestreaming purchase. - Proposed livestreaming products to be showcased and marketing strategies to be used - Proposed and Design livestreaming location and environment to be setup and decorated - Setup the livestreaming studio with proper livestreaming equipment as lighting, computer, camera, mic, table and chair and test out before livestreaming start. - Rehearse with livestreaming host and rundown the product showcase flow and marketing strategies before livestreaming - Supervise the livestreaming show - Analyze the data after livestreaming and create a digital copy of the livestreaming recording.		PER CAMPAIGN	2.00		
KPI: Increase of CTR in: 5- 10 %					

<p>Campaign 2: TikTok Ads Account Management and Livestreaming Ads Boosting SMA (3 Month) Scope of work</p> <ul style="list-style-type: none"> - Further accelerate the TikTok livestreaming performance, setting up TikTok ads account and budget to get more views and potential buyers - Proposed livestreaming products to be showcased and marketing strategies to be used - Proposed and Design livestreaming location and environment to be setup and decorated - Setup the livestreaming studio with proper livestreaming equipment as lighting, computer, camera, mic, table and chair and test out before livestreaming start. - Rehearse with livestreaming host and rundown the product showcase flow and marketing strategies before livestreaming - Supervise the livestreaming show - Analyze the data after livestreaming and create a digital copy of the livestreaming recording. - Setup Ads and budgets to boost the view to targeted audience <p>KPI: Increase of ROAS in : 150- 200 %</p> <p>Digital Assets Creation - 2 Sections of livestreaming record (click the link to download from google drive)</p> <p>Review and recommendation Final Report</p>	<p>PER CAMPAIGN</p>	<p>2.00</p>		
<p>4) Training Training and Hand Over Checklist</p>	<p>PER CAMPAIGN</p>	<p>2.00</p>		
<p>5) Others Not Applicable</p>	<p>PER REPORT</p>	<p>1.00</p>		
	<p>Per Unit</p>	<p>1.00</p>		
	Total	\$	10,600.00	\$ 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