

**DETAILS OF PRE-APPROVED DIGITAL SOLUTION**

**ANNEX 3**

<b>Company</b>	BENCHMARKING PTE. LTD.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Benchmarking Social media packages - SMM +SMA (3month)
<b>Appointment Period</b>	05 September 2024 to 04 September 2025
<b>Extended Appointment Period<sup>2</sup></b>	05 September 2025 to 04 September 2026

wef. 26 November 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	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  - 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> <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>4) Training  Training and Hand Over Checklist</p> <p>5) Others  Not Applicable</p>	<p>PER  CAMPAIGN</p> <p>PER  CAMPAIGN</p> <p>PER  REPORT</p> <p>Per Unit</p>	<p>2.00</p> <p>2.00</p> <p>1.00</p> <p>1.00</p>	<p><b>Total</b> \$ 10,600.00</p>	<p>\$ 10,000.00</p>
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<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

<sup>2</sup> 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