

Company	BENCHMARKING PTE. LTD.
Digital Solution Name & Version Number¹	DM Benchmarking Social media packages - TIKTOK SHORT VIDEO MARKETING SMM +SMA (3 MONTHS)
Appointment Period	05 September 2024 to 04 September 2025
Extended Appointment Period²	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 Digital Marketing Strategy Development - Propose marketing strategy based on SME products or services - Create TikTok Shop Account - Create TikTok Video Account - Propose KPI for based on SME products or services - Confirm the project timeline with SME - Setup TikTok Ads Account Campaign 1: TikTok Short Video Marketing Campaign SMM (4 Videos) Scope of work - TikTok Short VIdeos (4 Videos), with TikTok influencers and selection of products for direct short video purchase. - Content format TikTok Short Video (30-60sec) - Proposed products to be showcased and marketing strategies to be used - Proposed and Design story board - On-site video production - Post-production video editing - Propose video title and posting timeline - Analyze the data after short video post in the report KPI: Target Return CTR1%-2% (This will be discussed during our strategy session with all clients: the number ranges based on products, Services and offer price) Campaign 2: TikTok Ads Account Management and TikTok Video Ads Boosting SMA (3 Month) Scope of work - Further accelerate the TikTok Video performance, setting up TikTok ads account and budget to get more views and potential buyers - Setup Ads and budgets to boost the view to targeted audience KPI: Increase of ROAS in : 150- 200 %		PER REPORT	1.00		
		PER REPORT	1.00		
		PER VIDEO	4.00		
		PER CAMPAIGN	1.00		

Digital Assets Creation TikTok Video30-60 sec for social media usage (Optional to engage Influencer/host featured and cross posting on influencer TikTok Account for more impression) -Copyright to use 3 months	PER UNIT	4.00		
Review and recommendation Final Report	PER REPORT	1.00		
4) Training TRAINING AND HANDOVER	PER SETUP	1.00		
5) Others Not Applicable				
Total			\$ 10,800.00	\$ 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