

<b>Company</b>	WECOFA PTE. LTD.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM WECOFA Digital Marketing Packages - Meta Marketing (Facebook + Instagram) (3 Months)
<b>Appointment Start Date</b>	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					
3) Professional Services Digital Marketing Needs Analysis					
01 x Session of Business Clarity Growth Audit (02 x hours)					
- In-depth Understanding of Client's Business Model.					
- Customers Avatar Knowledge Exercise 'CAKE' (Finding out what are the Demographics & Psychographics of 'Existing Clients' and 'Desired Target Clients'.		Per Report	1.00		
- Finding out Who are the Existing Competitors					
- Audit of Client's Existing Social Media Presence					
Competitors Analysis Intelligence Report		Per Report	1.00		
Customers Avatar Knowledge Exercise 'CAKE' Report		Per Report	1.00		
Digital Marketing Strategy Development					
Digital Marketing Strategy Report					
- Digital Marketing Objective		Per Report	1.00		
- Brainstorming of Campaign Strategies					
- Target Audiences					
- Timeline / Social Media Calendar					
Facebook & Instagram Campaign Setup (One-time)					
- Set Up of Facebook Business Manager / Ad Account		Per Setup	1.00		
- Set Up of CRM System (If Applicable)					
- Creation & Installation of Facebook Pixel (If Applicable)					
Campaign 1: SMM - Facebook Marketing (02 x months),					
1 Campaign: Sales Conversion					
Conversion Campaign - Target ROAS of 150% to 500%		Per Month	2.00		
- Confirmation of Target Audience & Budget					
- Execution of 02 x Ad Campaigns					
- A/B Testing of Ad Images, Ad Copywriting and Audience Variations.					

Campaign 2: SMM - Instagram Marketing (02 x months),				
1 Campaign: Sales Conversion				
Conversion Campaign - Target ROAS of 150% to 500%	Per Month	2.00		
- Confirmation of Target Audience & Budget - Execution of 02 x Ad Campaigns - A/B Testing of Ad Images, Ad Copywriting and Audience Variations.				
Campaign Optimisation				
- Weekly campaign update - Daily Campaign Monitoring and Optimisation in office hours	Per Month	2.00		
Dedicated Account Manager				
- Service Support (Email, WhatsApp and Dedicated Phone Number)	Per Month	2.00		
Digital Assets Creation				
- Persuasive Ad Copywriting for Ad Campaigns for both Facebook and Instagram (03 x Ads Copywriting per month with each copy less than 200 words)	Per Month	2.00		
Digital Assets Creation				
- Visually Stunning Ad Creatives (03 x Single Static Images or 03 x Short Videos)	Per Month	2.00		
Digital Assets Creation				
- Organic Content Posting (16 x Posts Per Month) To be posted on both Facebook & Instagram platform.	Per Month	2.00		
Review and recommendation				
- Monthly Campaign Performance Report - Monthly Campaign Analysis & Recommendations Monthly Review	Per Report	2.00		
Development and integration of leads management processes with existing business processes				
- Extraction of Leads and populating into Google Sheets for Tracking	Per Training	1.00		
4) Training				
Handover Checklist Documentation	Per Report	1.00		
5) Others				
Not Applicable				
	<b>Total</b>		<b>\$ 10,000.00</b>	<b>\$ 10,000.00</b>

<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

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