

Company	WECOFA PTE. LTD.
Digital Solution Name & Version Number¹	DM WECOFA Digital Marketing Packages - Xiaohongshu Organic Content Creation + Advertising (3 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					
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') - Finding out Who are the Existing Competitors - Audit of Client's Existing Social Media Presence		Per Report	1.00		
Digital Marketing Strategy Report - Digital Marketing Objective - Brainstorming of Campaign Strategies - Target Audiences - Timeline / Social Media Calendar		Per Report	1.00		
Xiaohongshu Campaign Setup (One-time) - Application of Corporate Verified / Ad Account - Setting up of Basic Account Profile - Includes first year fees to Xiaohongshu of RMB600		Per Setup	1.00		
Campaign 01: Xiaohongshu Marketing (3 Months) 1 Campaign: Sales Conversion (Conversion Campaign) - Target Leads: 10-30** - Target ROAS: 150% to 500%		Per Month	3.00		
**Conversion includes private message and enquiries. KPI differ based on industry. Final KPIs range will be discussed and finalised during project commencement. - Confirmation of Target Audience & Budget - Execution of Ad Campaigns - A/B Testing of Ad Images, Ad Copywriting and Audience Variations.					

Campaign 02: Xiaohongshu Marketing (3 Months)					
1 Campaign: Sales Conversion (Conversion Campaign)					
- Target Leads: 10-30**					
- Target ROAS: 150% to 500%					
**Conversion includes private message and enquiries. KPI differ based on industry. Final KPIs range will be discussed and finalised during project commencement.		Per Month	3.00		
- Confirmation of Target Audience & Budget					
- Execution of Ad Campaigns					
- A/B Testing of Ad Images, Ad Copywriting and Audience Variations.					
Campaign Optimisation					
- Weekly campaign update		Per Month	3.00		
- Daily Campaign Monitoring and Optimisation in office hours					
Dedicated Account Manager					
- Service Support (Email, WhatsApp and Dedicated Phone Number)		Per Month	3.00		
Digital Assets Creation					
- Persuasive Ad Copywriting for Ad Campaigns for Xiaohongshu (02 x Ads Copywriting per month with each copy less than 200 words)		Per Month	3.00		
Digital Assets Creation					
- Visually Stunning Ad Creatives (06 x Advertising Static Images and 06 x Organic Content Static Images)		Per Month	1.00		
Review and recommendation					
- Monthly Campaign Performance Report		Per Report	3.00		
- Monthly Campaign Analysis & Recommendations					
- Monthly Review					
Review and recommendation					
- Final Report		Per Report	1.00		
4) Training					
	Handover Checklist Documentation	Per Report	1.00		
5) Others					
	Not Applicable				
Total				\$ 10,000.00	\$ 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

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