

<b>Company</b>	PIXEL MECHANICS PTE. LTD.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM PIXEL MECHANICS Digital Marketing Packages - SMM FB & SMM IG (6 Months)
<b>Appointment Start Date</b>	17 July 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		1	1.00		
2) Hardware Not applicable to Digital Marketing Packages		1	1.00		
3) Professional Services Digital Marketing Needs Analysis - Discovery and current digital presence analysis - Keywords Research & Analysis - Digital Asset Analysis - Competitor Analysis  Digital Marketing Strategy Development - Digital Marketing Strategy Report - Proposed Solution - Brand Direction/Positioning - Target Audience Selection  Digital Marketing Campaign 6 Months Facebook Campaign (SMM)  KPIs: - Target Conversion Rate: 2%-5% - Target CTR: 1.75%-5% - Target ROAS: 1.5x-5x *Conversion actions include: Whatsapp enquiries, Form enquiries or Phone clicks *KPIs differ based on industry - Ad Copies Creation, Design and Copywriting - Ad Copies Split-testing - Audience List Optimisation and Monitoring - Bid Optimisation and Monitoring - FB/IG Pixel Conversion Tracking Setup - FB/IG Page Editorial Post Calendar Planning - FB/IG Post Scheduling - Budget Management  Digital Marketing Campaigns 6 Months Instagram Campaign (SMM)  KPIs: - Target Conversion Rate: 2%-5% - Target CTR: 1.75%-5% - Target ROAS: 1.5x-5x *Conversion actions include: Whatsapp enquiries, Form enquiries or Phone clicks *KPIs differ based on industry - Ad Copies Creation, Design and Copywriting - Ad Copies Split-testing - Audience List Optimisation and Monitoring - Bid Optimisation and Monitoring - FB/IG Pixel Conversion Tracking Setup - FB/IG Page Editorial Post Calendar Planning - FB/IG Post Scheduling - Budget Management		1	1.00		

Digital Assets Creation					
- 1 Set of Post Visual System + Creative		1	1.00		
- 9-18 FB/IG Content Posts & Design					
- 2 Sets of FB/IG Ad Writeup + Creative					
Review and Recommendation					
- Monthly Ranking Reports and Review		1	1.00		
- Final Project Report					
4) Training Handover		1	1.00		
5) Others					
Not applicable to Digital Marketing Packages		1	1.00		
Total				\$ 10,000.00	\$ 10,000.00

<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