

Digital Marketing Campaign 2: SMA [3 Months] - KPIs*: Minimum 150% ROAS (*KPIs are different across industry and country) - Facebook ad account setup & linking - Facebook Pixel tracking setup/ implementation - 1 to 10 campaigns setup - Facebook Ad Campaign Management & Optimisation - Campaign performance monitoring - Budget allocation optimisation - Audience targeting (location, demographic, interest, behaviour, etc) optimisation - Creative optimisation - A/B testing for ad creative and targeting	Per Month	3.00		
Digital Assets Creation: Facebook Post x 12 (Up to 150 words per post)	Per Unit	12.00		
Digital Assets Creation: 1 landing page creation (copywriting of up to 1000 words + design + development) or 1 to 5 Landing Pages Optimization	Per Setup	1.00		
Digital Assets Creation: 1 to 10 single images or 1 to 3 Carousel/ Animated Gif/ Slideshow ad creative development [Visual + Design (Up to 3 frames per Animated Gif ad and up to 20 seconds per Slideshow ad) + Copy Writing (up to 200 words per single image ad/ carousel/ animated/ slideshow ad)	Per Setup	1.00		
Review and recommendation: Monthly Facebook marketing report	Per Report	3.00		
Review and recommendation: Monthly Facebook ad report	Per Report	3.00		
Review and recommendation: Monthly review	Per Month	3.00		
Review and recommendation: Final report	Per Report	1.00		
Development and integration of leads management processes with existing business processes	Per Setup	1.00		
4) Training Handover & Training Guide	Per Setup	1.00		
5) Others Not Applicable				
Total			\$ 8,400.00	\$ 8,400.00

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