

<b>Company</b>	Craft Creative Pte. Ltd.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Craft Creative Digital Marketing Packages - Package 1 (SMA+ SEM) [3 months]
<b>Appointment Period</b>	19 December 2024 to 18 December 2025
<b>Extended Appointment Period<sup>2</sup></b>	19 December 2025 to 18 December 2026

**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		N.A	0.00		
2) Hardware Not applicable to Digital Marketing Packages		N.A	0.00		
3) Professional Services Digital Marketing Needs Analysis - Industry analysis - Competitor analysis - Current online presence evaluation - Business differentiation analysis		Per setup	1.00		
Digital Marketing Strategy Development - Digital branding and marketing consultancy - Story conceptualization on digital marketing direction - Identifying target audiences - Strategic positioning and KPI development		Per setup	1.00		
Digital Marketing Campaigns Social Media Advertising (SMA) - Up to 3 social media platforms  Select any 1 campaign objectives - Brand Awareness/ Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions / App Installs - 3 - 6 x Videos/ Images campaign across 3 months - Creative inspirations - Ad Account Creation - New Ad Sets / Ad Group Setup - Ad Campaigns setup inclusive of audience targeting, objective setting, bidding adjustment and placement enhancement. - Media buy management - Campaign optimization with funnel strategies inclusive of A/B Testing. - Facebook Pixel and UTM Parameters setup - Setting up leads management tools such as Zapier, EDM Automation, SMS as required and integrate them with Website / Landing Page (We do not manage leads.)		Per month	3.00		
Social Media Campaign Management: - Campaign analysis - Campaign optimisation - Budget optimisation - Recommend and restructure campaign					
KPI and ROAS: Leads: 10% to 50% increase Target ROAS: 100% - 300% (All estimated KPI calculation to be provided during strategy session with clients as it may varies depending on media buy, products/services, offering and website experience.)		N.A	0.00		

<p>Search Engine Marketing (SEM)</p> <ul style="list-style-type: none"> <li>- Keywords Research and Analysis</li> <li>- Ad Account Creation</li> <li>- Ad campaign set up including keyword optimization, target audience fine-tuning, creative caption building, ad group set up, and bidding set up.</li> <li>- Media buy management</li> <li>- Creative ad copies copywriting with A/B Testing for optimal conversion</li> <li>- Campaign budget allocation management</li> </ul> <p>SEM Campaign Management</p> <ul style="list-style-type: none"> <li>- Keywords performance analysis</li> <li>- Regular negative keyword list development</li> <li>- Campaign optimisation (keywords, ad copies, and bidding optimisation)</li> <li>- Recommend and restructure campaign</li> <li>- Landing Page design and development with copywriting (if required)</li> </ul> <p>KPI and ROAS: 3% - 5% increase in CTR (To be discussed and agreed during strategy session with clients as it may varies depending on products/ services, offering and website experience.)</p> <p>Digital Assets Creation</p> <p>Social Media Marketing (SMA) across 3 months</p> <ul style="list-style-type: none"> <li>- 3 - 6 x Short videos (up to 40 seconds)/ Images</li> <li>- 3 - 6 x Ad copies copywriting</li> </ul> <p>Google Search Engine Marketing (SEM)</p> <ul style="list-style-type: none"> <li>- 1 - 8 Ad copies copywriting (depending on the strategy)</li> <li>- 1 - 8 Ad descriptions copywriting (depending on the strategy)</li> <li>- 1 x Landing Page and copywriting (if required)</li> <li>- 1 - 10 Stock photos (Inclusive)</li> </ul> <p>Review and recommendation</p> <ul style="list-style-type: none"> <li>- Weekly/monthly report</li> <li>- Weekly/ monthly campaign updates</li> <li>- Post campaign meeting</li> <li>- Post KPI campaign report with recommendations</li> </ul> <p>4) Training</p> <p>Handover Checklist Documentation</p> <p>5) Others</p> <p>Not applicable to Digital Marketing Packages</p>							
		Per month	3.00				
		Per setup	1.00				
		Per setup	3.00				
		Per month	3.00				
		Per setup	1.00				
		N.A	0.00				
<b>Total</b>				<b>\$</b>	<b>10,000.00</b>	<b>\$</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

<sup>2</sup> 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