

<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 2 (SMA+ SMM) [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 Content Management (SMM) - 1 - 3 social media platforms: Meta/ Instagram/ TikTok  Select any 1 campaign objectives - Brand Awareness/ Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions / App Installs  - 6 - 12 x short videos across 3 months - Content Calendar Creation - Conceptualise video idea to creating content that stands out - Creating and distributing content for up to 3 social media platforms - Post captions copywriting - Monitor digital trend and page community		Per month	3.00		
KPI and ROAS: Engagement Video Views, or Followers increase 1x -1.5x (Estimation KPI calculation to be provided during strategy session with clients as it may varies depending on products/services, offering or website experience)					

<p>Social Media Advertising (SMA)  - 1 - 3 social media platforms: Meta/ Instagram/ TikTok</p> <p>- Set up of Social Media Ad Business  - Setup of Social Media Profile  - 3 x Video campaigns across 3 months  - Ad Account Creation  - New Ad Sets / Ad Group Setup  - Ad Campaigns set up inclusive of audience targeting, objective setting, bidding adjustment and placement enhancement.  - Media buy management</p> <p>KPI and ROAS:  Target ROAS: 30% - 80% increase in social media reach  (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.)</p> <p>Digital Assets Creation  Social Media Marketing (SMA and SMM)  - 6 - 12 Short videos (30 - 40 seconds)  - 6 - 12 captions copywriting</p> <p>Review and recommendation  - Weekly/monthly report  - Weekly/ monthly campaign updates  - Post campaign meeting  - Post KPI campaign report with recommendations</p> <p>4) Training  Handover Checklist Documentation</p> <p>5) Others  Not applicable to Digital Marketing Packages</p>	<p>Per month</p> <p>Per setup</p> <p>Per month</p> <p>Per setup</p> <p>N.A</p>	<p>3.00</p> <p>1.00</p> <p>3.00</p> <p>1.00</p> <p>0.00</p>	<p></p> <p></p> <p></p> <p></p> <p></p> <p><b>Total</b></p>	<p></p> <p></p> <p></p> <p></p> <p></p> <p><b>\$ 10,000.00</b></p> <p><b>\$ 10,000.00</b></p>
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<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