Company	Aks Tech Pte Ltd
Digital Solution Name & Version Number[1]	DM AKS TECH DIGITAL MARKETING PACKAGES Version 1.0 - DM AKS TECH PACKAGE 2 (SMM+SMA - FB & IG) 3 months
Appointment Period	01 June 2023 to 31 May 2024
Extended Appointment Period[2]	01 June 2024 to 31 May 2025

Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost ($)	Unit	Quantity	Subtotal ($)	Qualifying Cost * ($)
1) Software Not Applicable		Per Setup	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis: Pre-commencement scoping & consultancy, Digital Marketing Roadmap Planning & Projection of KPIs based on objectives chosen by SME. Company Analysis: 1. Market Research 2. Pricing Research 3. Market Segmentation Research 4. Customer Satisfaction and Loyalty Research 5. Product/Service Use Research 6. Brand Awareness Research 7. Competitive Analysis 8. Gap Analysis 9. Business Objectives 10. Current Digital Presence and Assets 11. SWOT Analysis 12. Target Audience		Per Setup	1.00		
Digital Marketing Strategy Development Setting up of Business Social Media Platforms and required tools (FaceBook Business Page, Facebook Ad Manager, Facebook Business Manager, Instagram Business Page, Google Analytics, SEMRush) Brand Identity Guide Project Brief including full company's information and campaigns' information Content Proposal with planned artworks, ads and proposed scheduled dates for postings and campaigns (Content Calendar), Brand Identity Guide, Set Up CRM System (if SME had their preferred CRM) | Creation & Installation Of Facebook Pixel (if SMEs had their websites) | Conversion Optimization |		Per Setup	1.00		
Digital Marketing Campaigns Campaign 1: SMM (Facebook + Instagram) -X8 organic postings on Facebook & Instagram each per month (For 3 months) -Monthly Content Calendar for posting schedules -Campaign Proposal with planned contents, artworks, ads and proposed dates scheduling for postings and campaigns -Hand holding and training of platforms' usage with execution of 8 organic postings on Instagram & 8 organic postings on Facebook both per month for 3 months		Per Month	3.00		

Campaign 2: SMA (Facebook + Instagram) - Execution of x1 to x5 Social Media Ad campaigns over a 3 month's period -Ad campaigns to be on both FB & IG -Identifying Ads campaigns objectives: Select any 2-campaign objective -Objective (Awareness/ Traffic/ Engagement/ Lead/ App Promotion/ Sales) -Creation of proposed ad format, ad asset, target audience selection and ad budget recommendation with projection -Conceptualisation of Campaign Captions, Content & Graphical Artwork						
SMM & SMA: KPI/ROAS: ROAS: 200-500% &/OR Leads: 200-300% Secondary metrics that may be measured as well: (Depending on Ads budgets, products/services, websites, Ads objectives) Page Likes: 80-150% WhatsApp Link Click: 200-300% Post Engagement: 150-300% Website Traffic: 150-300% Website Link Click: 80-150% (Estimated ROAS calculation to be provided upon project onboarding) Digital Assets Creation:			Per Month	3.00		
SMM: - X3 monthly content calendars - X24 organic posts over 3 months - X1 to x3 FB Cover - Photography (Half Day shoot per month over 3 months) - 5 -10 Hashtags per post - 100 to 150 words for content/caption writings per post - Brand Identity Guide (B.I.G)			Per Month	3.00		
SMA - X1 to x5 Ads Campaigns Over 3 months - 100 to 150 words for content/caption writings per Ad - 5 to 10 hashtags per Ad - Strategy Report - X1 to x2 Video Production (60 to 90 second per video) over 3 months - 15 to 30 Images of products/services - X1 to X2 Videos Raw & Edited - Raw & Edited Files will be provided in softcopy format			Per Month	3.00		
Review and recommendation Monthly post campaign review and recommendation for future optimization. Monthly report. Final Report after 3 months.			Per Month	3.00		
Development and integration of leads management processes with existing business processes Extraction of leads and populating into GOOGLE SHEET or integration of leads into any existing LEADs Management system preferred by SMEs (if SMEs had their preferred CRM)			Per Setup	1.00		
4) Training Final Review & Handover. Handover checklist, 2 days Trainings (4 hours per day)			Per Day	2.00		
5) Others Not Applicable						
				Total	$ 8,850.00	$ 8,850.00

[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