

<b>Company</b>	Bizsquare Management Consultants Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Bizsquare Digital Marketing Suite Packages - Package 1 - SMM for Brand Awareness (FB+IG+LinkedIn+TikTok) for 3 months
<b>Appointment Period</b>	13 July 2023 to 12 July 2024
<b>Extended Appointment Period<sup>2</sup></b>	13 July 2024 to 12 July 2025

wef. 02 May 2024

**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		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis (~8 Man Days) • Audit Report (current state of digital presence, business needs and digital assets audit)		per Report	1.00		
Digital Marketing Strategy Development (~8 Man Days) • Digital Marketing Strategy Report - Marketing Objectives - KPIs - Budget Plan - Brand Positioning - Target Audience - Visual Identity Package/Digital Assets • Client Engagement Framework - Project Brief & Plan - Conflict Resolution Framework		per Report	1.00		
Digital Marketing Campaign 1: 3 Months Social Media Marketing Campaign – FB, IG, LinkedIn & TikTok  Scope of Work • Set Up of Account Business Page • Monthly Media Content Calendar (inclusive of): - 4x Organic Postings per Month per Platform for 3 months - Content Ideation and Key Messages Development - Creative Concept, Tone of Voice and Styling - Graphic / GIF / Short Reel Artwork - Caption Writing - Post Scheduling  Targeted KPIs: Return on Spending: 100% - 150% *KPIs varies on industry		per Package	1.00		
Digital Marketing Campaign 2: 3 Months Social Media In-Platform Campaign – FB, IG, LinkedIn & TikTok  Scope of Work • Monthly Tactical In-Platform Campaign Plan - Campaign Objectives, Duration and Management • 2x Attractive Offer Development per Month to Engage Consumers - 4x Posts per Month per Platform for 3 months - Graphic / GIF / Short Reel Artwork - Caption Writing - Post Scheduling  Targeted KPIs: Return on Spending: 100% - 500% *KPIs varies on industry and campaign/promotion offer		per Package	1.00		

<p>Digital Assets Creation Social Media Marketing Campaign Assets (3 Months)</p> <ul style="list-style-type: none"> <li>• Visual Identity Package (comprising 1x Social Media Logo, 1x Banner, 1x Masthead Templates, 2x Post Templates)</li> <li>• 4 Posts with Captions per Month per Platform for 3 months</li> </ul>	per Package	1.00		
<p>*All artwork designs include up to 2 refinements and final artwork preparation for download</p>	per Package	1.00		
<p>Digital Assets Creation In-Platform Campaign Assets (3 Months)</p> <ul style="list-style-type: none"> <li>• 4 Posts with Captions per Month per Platform for 3 months</li> </ul>	per Month	3.00		
<p>*All artwork designs include up to 2 refinements and final artwork preparation for download</p>	per Package	1.00		
<p>Review and recommendation (~6 Man Days)</p> <ul style="list-style-type: none"> <li>• Monthly Campaign Performance Report (including observations and recommendations for refinements)</li> <li>• Final Report (including handover checklist and recommendations for enhancements)</li> </ul>	per Package	1.00		
<p>4) Training Training (~4 Man Days)</p> <ul style="list-style-type: none"> <li>• Comprehensive Internal Training Workshop</li> <li>- Understand Basic Digital Marketing Concepts</li> <li>- Learn to Adapt and Apply the New Digital Marketing Strategy</li> <li>- Learn How to Manage and Maintain Social Media Channels</li> <li>• Workshop Notes</li> </ul>	per Package	1.00		
<p>5) Others Not Applicable</p>				
			<p><b>Total</b> \$ 10,040.00</p>	<p>\$ 10,000.00</p>

<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