

Company	Bluehive Consulting Asia Pte Ltd
Digital Solution Name & Version Number¹	DM Bluehive Consulting Digital Marketing Packages Version 22 - 3.2 - Package 1 - SMA (Facebook) + SMA (LinkedIn) (3 Months Package)
Appointment Period	15 June 2023 to 14 June 2024
Extended Appointment Period²	15 June 2024 to 14 June 2025

wef. 07 September 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not applicable for Digital Marketing Packages		1	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis a) Client Discovery, Objectives & Current State Analysis b) Digital Marketing Needs Analysis incl Current Social Media Brand Presence, Competitors Analysis & SWOT		per report	1.00		
Digital Marketing Strategy Development: Leads Generation Strategy Report Define Campaign Objectives & KPIs Identify Target Audience Propose Brand Positioning / Brand Angle / Tone of Voice Budget Planning and Timeline Campaign Concept Brainstorming Campaign Platform Selection		per report	1.00		
2 Campaigns on either Facebook & Instagram AND 2 LinkedIn Outreach to 500 Target Profiles each		NA	1.00		
For Facebook & Instagram Campaigns: i) 2 Lead Generation Campaign Execution ii) Strategy planning for 1 to 2 offers iii) Copywriting (limited to 1000 words) iv) Creative Design of ad copy v) Data-driven Campaign Optimisation vi) A/B Testing of image, copywriting & audiences depending on budget.					
For LinkedIn & Email Outreach i) 2 Lead Generation Campaign Execution ii) Strategy planning for 2 Leads Generation Campaign through LinkedIn messages outreach iii) Copywriting of LinkedIn & Email Messages (1 to 3 per campaign) iv) Subscription to LinkedIn Sales Navigator for 1 to 3 months v) Setup of LinkedIn Profile for 1 Sales Manager and Company Page Profile vi) Setup & Management of LinkedIn Ad Budget		per unit	4.00		
For Facebook & Instagram Contents Marketing 1) 4 to 8 Organic FB/IG posts per month with design & copy		per month	3.00		
For LinkedIn Contents Marketing 1) 4 to 8 Organic Linked posts per month with design & copy					

Target KPI : Min 120% Return on Advertising Spend (this will be discussed during our strategy session with clients, the range will depend on the client's industry, product, etc	0	1.00		
Digital Assets Creation Creation, Design & Copy for each Facebook / Instagram Leads Gen Campaign: 1 to 4 images, stories or video clips; inclusive of stock images or videos with editing with copywriting	per campaign	2.00		
4 to 8 Image-based Creatives & Copywriting for FB/ IG organic posts per month	per month	3.00		
Digital Assets Creation Creation, Design of 4 Creative Images for each Linkedin Leads Gen Campaign	per campaign	2.00		
Linkedin Banners for Personal and Co Profile Page	per setup	2.00		
4 to 8 Organic Linked posts per month with design & copy	per month	3.00		
Weekly Campaign updates for Linkedin / Email Outreach Whatsapp and Email Support during office hours	per setup	1.00		
Review and recommendation Monthly Performance Report with Observation & Recommendation	per campaign	2.00		
End of Project Review and Recommendation: Final Report	per report	1.00		
Development and integration of leads management processes with existing processes	per setup	1.00		
4) Training Training on Use of Canva to create digital assets / Mailchimp Leads Management, etc Handover of Digital Assets	per setup	1.00		
5) Others Not Applicable				
Total			\$ 10,000.00	\$ 10,000.00

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