

Company	Craft Creative Pte Ltd
Digital Solution Name & Version Number¹	DM Craft Creative Digital Marketing Packages - Package 1 - (SMA+ SEM) - [3 months]
Appointment Period	22 September 2022 to 21 September 2023
Extended Appointment Period²	22 September 2023 to 21 September 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 to Digital Marketing Packages		NA	1.00		
3) Professional Services Digital Marketing Needs Analysis - Industry and Competitor Analysis - Online presence evaluation - Market Research and Analysis - Business differentiation		Per setup	1.00		
Digital Branding and Marketing Consultancy - Digital Marketing Strategy Development - Story conceptualisation on digital marketing direction - Identifying Target Audiences		Per setup	1.00		
Digital Marketing Campaign Social Media Marketing Campaign (SMA) - 3 x Social Media campaigns across 3 months (Video Views / Messages / Lead Generation / Conversions / App Installs) - Creative inspirations - Ad Account Creation - Ad Campaigns set up inclusive of audience targeting, objective setting, bidding adjustment and placement enhancement. - Create new ad sets / ad group - Media buy management - Campaign optimization with funnel strategies inclusive of A/B Testing. - Facebook Pixel setup - UTM Parameters setup - EDM marketing (not inclusive of email system)		Per month	3.00		
Social Media Campaign Management: - Campaign analysis - Campaign optimisation - Budget optimisation - Recommend and restructure campaign					
KPI and ROAS: - 30% - 80% increase in social media reach/ awareness (estimated ROAS calculation to be provided upon the media buy) - Target Click-through-rate (CTR): 1% - 3% - Target Cost-Per-Lead: \$10 - \$80 (depends on the industry) - Target lead conversion rate: estimated to be 2% - 5% - Target ROAS: 100% - 500% (Actual estimation to be calculated during project onboarding, it is highly dependent on your advertising goals, media budget, industry, offering, and website experience.)		Per month	3.00		

<p>AND Google Marketing - Search Engine Marketing (SEM)</p> <ul style="list-style-type: none"> - 5 ad groups across 3 months (depends on the industry and campaign objectives) - Keywords research - Ad Account Creation - Ad campaign set up including keyword optimization, target audience fine-tuning, creative caption building, ad group set up, and bidding set up. - Media buy management - Creative ad copies copywriting with A/B Testing for optimal conversion - Campaign budget allocation management <p>SEM Campaign Management</p> <ul style="list-style-type: none"> - Keywords performance analysis - Regular negative keyword list development - Campaign optimisation (keywords, ad copies, and bidding optimisation) - Recommend and restructure campaign <p>KPI and ROAS:</p> <ul style="list-style-type: none"> - 3% - 5% CTR (To be discussed and agreed during strategy session with clients as it may varies depending on products/services, offering and website experience.) - Target Cost-Per-Lead (CPL): estimated \$20 - \$100 (To be calculated based on campaign objectives and industry.) - Target ROAS from 100% to 500% (Actual estimation to be discussed and agreed during strategy session with clients as it may varies depending on products/services, campaign objectives, offering and website experience.) <p>Social Media Marketing (SMA)</p> <ul style="list-style-type: none"> - 3 x image ads design - Up to 10 Stock photos (Inclusive) - 3 x Ad copies copywriting - 1 x EDM design and copywriting *All artwork and copywriting with up to 3 changes upon first draft <ul style="list-style-type: none"> - 1 x GIF *Up to 3 changes upon first draft <p>Google Search Engine Marketing (SEM)</p> <ul style="list-style-type: none"> - Up to 10 Ad copies copywriting (To be discussed and agreed the numbers of ad group) - Up to 10 Ad descriptions copywriting - 1 page of Landing Page *All copywriting with up to 3 changes upon first draft <p>Analytics and tracking code setup</p> <ul style="list-style-type: none"> - Google Analytics setup - Google Tag Manager integration - Tracking code setup for Google and Social Media <p>Review and recommendation</p> <ul style="list-style-type: none"> - Weekly/monthly report - Weekly campaign updates - Post campaign meeting - Post KPI campaign report with recommendations 					
	Per month	3.00			
	Per month	3.00			
	Per set	3.00			
	Per unit	3.00			
	Per set	3.00			
	Per setup	1.00			
	Per month	3.00			
4) Training Handover Checklist Documentation	Per setup	1.00			
5) Others Not applicable to Digital Marketing Packages	NA	1.00			
	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