

<b>Company</b>	Fier Capital Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Fier Capital Digital Marketing Packages - Package 2 - SMA & SMM [3 Months]
<b>Appointment Period</b>	29 June 2023 to 28 June 2024
<b>Extended Appointment Period<sup>2</sup></b>	29 June 2024 to 28 June 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Software Not applicable to Digital Marketing Packages	\$ 0.00	per set	1.00	\$ 0.00	\$ 0.00
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis (SMA & SMM) 1. Defining the needs and current problems. 2. Analyse accounts. 3. Social media assets assessment. 4. Audit the performance 5. Competitor analysis.	\$ 400.00	per report	1.00	\$ 400.00	\$ 400.00
Digital Marketing Strategy Development Campaign 1: SMA (Facebook/Instagram) Identify Marketing Objectives and Goals Target Audience Persona Work Process Plan	\$ 400.00	per report	1.00	\$ 400.00	\$ 400.00
Campaign 2: SMM (Facebook/Instagram) Identify Marketing Objectives and Goals Identify Followers' Profiles					
Digital Marketing Campaigns Campaign 1 - SMA (Facebook/Instagram): 1. 3 months SMA campaign 2. Ad Account Set Up 3. Integration of Google Tracking & Analytics Tools 4. Conversion Tracking Integration 5. Campaign Structuring Proposal 6. Recommendation on Landing Page Optimization 7. Ad Copywriting Proposal 8. Campaign Budget Allocation 9. Regular Optimization of Ad Campaigns 10. A/B Testing 11. Creative Optimization 12. Demographic Targeting Optimization 13. Placement Optimization 14. Bid Adjustments	\$ 1,500.00	per month	3.00	\$ 4,500.00	\$ 3,500.00
Target KPI: ROAS calculation to be provided upon Project Onboarding, range of 1.2x to 3x depending on industry, product/ service, offer					
Campaign 2 - SMM (Facebook/Instagram) 1. 3 months of Social Media Content Creation 2. Total 8 Postings 3. Post Scheduling across Facebook/Instagram	\$ 800.00	per month	3.00	\$ 2,400.00	\$ 2,200.00
Target KPI: ROAS calculation to be provided upon Project Onboarding, range of 1.2x to 3x depending on industry, product/service, offer					

Digital Assets Creation Campaign 1 - SMA 1. 1 x Static Design *Up to 3 rounds of Changes / Artwork 2. 1 x Animated Design *Up to 3 rounds of Changes / Artwork	\$ 500.00	per set	1.00	\$ 500.00	\$ 500.00
Digital Assets Creation Campaign 2 - SMM 1. 7 x Static Design + Caption *Up to 3 rounds of Changes / Artwork 2. 1 x Animated Design + Caption *Up to 3 rounds of Changes / Artwork	\$ 1,200.00	per set	1.00	\$ 1,200.00	\$ 1,200.00
Review and Recommendation 1. Monthly reporting and review on campaign 2. Recommendations suggestions 3. Final report upon completion of project	\$ 400.00	per report	3.00	\$ 1,200.00	\$ 1,200.00
4) Training Training Handover	\$ 600.00	per set	1.00	\$ 600.00	\$ 600.00
5) Others Not Applicable					
<b>Total</b>				<b>\$ 11,200.00</b>	<b>\$ 10,000.00</b>

<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