

Company	Hatch Digital Pte. Ltd.
Digital Solution Name & Version Number¹	DM HD Digital Branding Packages - Package 2 - SMM + SMA (3 Months)
Appointment Period	26 October 2023 to 25 October 2024
Extended Appointment Period²	26 October 2024 to 25 October 2025

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		N.A.	0.00		
2) Hardware Not applicable to Digital Marketing Packages		N.A.	0.00		
3) Professional Services					
.. Digital Marketing Needs Analysis					
• Research on current efforts					
• Branding Consultation to understand the following needs:					
o Business Objective		Per consultation	1.00		
o Target Audience					
o Current Branding Efforts					
o Current Marketing Channels					
o Current and Past Campaign Efforts and Outcomes					
..					
Digital Marketing Strategy Development					
• Digital Marketing Strategy Proposal		Per report	1.00		
Digital Marketing Campaigns					
SMM					
Objective: To curate and manage content that aligns with branding to generate awareness of the brand and its products/services.					
• Planning of social media strategies		Per month	3.00		
o Content planning for types of posts					
• Seasonal postings					
o Festive-themed posts integrated with relevant content					
• Social media outreach					
o Building of account engagement					
o Building of followers					
SMA					
Objective: To reach a wider audience for brand awareness by promoting the brand's unique selling points.					
• Social media platforms & tools set-up (1-time)					
o Facebook business account & page		Per month	3.00		
o Facebook business ad account					
o Instagram business profile					
• Ad Campaign Strategy outline					
o Proposed angle/positioning					
o Proposed budget					
o Proposed ad creative/caption					
Digital Assets Creation					
SMM					
• Creation of 20 content posts/stories on IG over the 3 months		Per month	3.00		
KPI:					
• Reach: +15,000					
• Follower: +200					

<p>SMA</p> <ul style="list-style-type: none"> • Creation of 10 ad posts/stories on IG over the 3 months <p>KPI:</p> <ul style="list-style-type: none"> • ROAS: 200-300% 	Per month	3.00		
<p>Review and recommendation</p> <ul style="list-style-type: none"> • A monthly review session will be held with two key agendas: <ul style="list-style-type: none"> o Reviewing of marketing analytics o Discussion on in-trend & relevant topics for the content calendar • The review report includes analytics such as: <ul style="list-style-type: none"> o Account growth & reach (followers, reach, impression) o Account interactions (profile views, link clicks) o Top-performing posts, sorted by metrics o Top-performing stories, sorted by metrics o Overview of main hashtags, and target demographics for account engagements o Recent trending topics with high engagement online o Quarterly analytics overview 	Per report	6.00		
<p>4) Training</p> <p>Training</p> <p>Handover Checklist Documentation</p>	Per setup	1.00		
<p>5) Others</p> <p>Not applicable to Digital Marketing Packages</p>	N.A.	0.00		
Total			\$ 9,900.00	\$ 9,900.00

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