

<b>Company</b>	The Little Black Book Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM The Little Black Book Social Media Digital Marketing Package - Package 1 - SMM & SMA TikTok + Live Shoot/Photography [2 Months]
<b>Appointment Period</b>	08 September 2022 to 07 September 2023
<b>Extended Appointment Period<sup>2</sup></b>	08 September 2023 to 07 September 2024

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		per user	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis Social Media Marketing - Understanding and meeting the needs of client's business - Target Audience (age group, gender, social class, profession, lifestyle, interests, preferences, and pain points) - Business edge - Product & competitors - Barriers  Audit report of existing social media's content & visual & communication style on TikTok  Digital Marketing Strategy Development  Content and Communication Strategy for Social Media: A Proposal that includes  - Social Media Plans - Key Content Pillars - Tone of voice - Content Proposal with planned video flow, ads and proposed scheduled dates for postings and campaigns  Campaign 1: Social Media Management (SMM)  Social Media Assets Creation for TikTok (2 months) - 6 TikTok videos, organic posting per month - Up to 15-sec video - Includes copywriting of accompanied captions and in-visuals - Includes 4 hours videography (one-time only), provision of crew and videography equipment only. - Up to 20 product photos (colour processed only, no digital touch up) - Scheduling of monthly content on TikTok  Target KPI: Increase in Social Media Engagement - 5% to 20%		per report	1.00		
		per report	1.00		
		per month	2.00		

