

**DETAILS OF PRE-APPROVED DIGITAL SOLUTION**

**ANNEX 3**

<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 2 - SMM Facebook + SMM Instagram + Live Shoot/Photography [3 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)**

<b>Cost Item</b>	<b>Unit Cost (\$)</b>	<b>Unit</b>	<b>Quantity</b>	<b>Subtotal (\$)</b>	<b>Qualifying Cost* (\$)</b>
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 Facebook & Instagram  Digital Marketing Strategy Development  Content and Communication Strategy for Social Media: A Proposal that includes - Social Media Plans - Key Content Pillars - Tone of voice - Styling - Content Proposal with planned artworks, ads and proposed scheduled dates for postings and campaigns		per report	1.00		
		per report	1.00		

<p>Digital Marketing Campaigns:</p> <p>3 Months Social Media Marketing (Facebook &amp; Instagram) Campaign</p> <p>Facebook Campaign Set up</p> <ul style="list-style-type: none"> <li>- Set up of Facebook Business Manager</li> </ul> <p>2 paid campaigns per month across 3 months, which includes</p> <ul style="list-style-type: none"> <li>- Creation of campaign, ad set and ad copy</li> <li>- Identifying social media campaign objectives such as Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions / App Installs, website traffic, followers.</li> <li>- Optimisation of campaigns to tune budget, behavioral targeting, demographics, placement, location, creative.</li> </ul> <p>Target KPI/ROAS: ROAS - 1.2x to 2x Estimated ROAS calculation to be provided upon project commencement, dependent on industry, product/service, offer and ad budget.</p> <p>OR</p> <p>Target cost-per-lead - \$20 to \$100.</p> <p>KPIs varies on industry, campaign/promotional offer, ad budget and campaign objectives. Actual estimation will be provided during project</p> <p>Instagram Campaign Set up</p> <ul style="list-style-type: none"> <li>- Set up of Instagram Business Page</li> </ul> <p>2 paid campaigns per month across 3 months, which includes</p> <ul style="list-style-type: none"> <li>- Creation of campaign, ad set and ad copy</li> <li>- Identifying social media campaign objectives such as Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions / App Installs, website traffic, followers.</li> <li>- Optimisation of campaigns to tune budget, behavioral targeting, demographics, placement, location, creative.</li> </ul> <p>Target KPI/ROAS: ROAS - 1.2x to 2x Estimated ROAS calculation to be provided upon project commencement, dependent on industry, product/service, offer and ad budget.</p> <p>OR</p> <p>Target cost-per-lead - \$20 to \$100.</p> <p>KPIs varies on industry, campaign/promotional offer, ad budget and campaign objectives. Actual estimation will be provided during project commencement.</p>		<p>per campaign on both FB/IG</p>	<p>2.00</p>		
<p>Digital Assets Creation Social Media Assets Creation (3 Months)</p> <ul style="list-style-type: none"> <li>- 8 Video organic posting</li> <li>- 10-sec dynamic photo stylised Videos</li> <li>- Types of videos to choose from: Behind-the-scenes, brand showcase, instructional videos, product benefits, testimonials, promotional/sale and teasers/trailers.</li> <li>- Includes copywriting of accompanied captions and in-visuals</li> <li>- Scheduling of monthly content on Facebook and Instagram</li> </ul>		<p>per month</p>	<p>3.00</p>		

Videography (Half-day, capped at 5 hours) - Provision of crew and videography equipments - 1 x 1-minute video which includes scripting, storyboarding, pre-production meetings with client and post-production of video - Includes one royalty-free music track for online usage only - Final deliverables in .mov/.mp4 - Up to 20 product photos (colour processed only, no digital touch up)		per production shoot	1.00		
Review and recommendation: Monthly Campaign Report - Social media organic posting - Social media paid campaign report		per report	2.00		
4) Training Handover - Logins - Captions in word document - Videos in mp4 or any other assets - Training Final Review & Handover		per report	1.00		
5) Others Not Applicable					
<b>Total</b>				\$ 11,000.00	\$ 10,000.00

<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