

Company	TRES Client Acquisition Pte Ltd
Digital Solution Name & Version Number¹	DM Semantic Client Acquisition Digital Marketing Packages - Package 2 – SMM (YouTube) + SMM (Facebook) [3 Months] + Sales Training (& Webinar Slides)
Appointment Period	16 November 2023 to 15 November 2024
Extended Appointment Period²	16 November 2024 to 15 November 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Nil		Nil	0.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis: - Availability of Assets - Client Profiling		Per Report	1.00		
Digital Marketing Strategy Development: - Target Audience Profiling - Proposed Brand Angle - Digital Asset Creation - Persuasive Copywriting - Media Buying		Per Report	1.00		
Digital Marketing Campaigns (3 months): Social Media Marketing Campaign 1: YouTube					
Services Rendered: - Competitor Analysis - Client Avatar - Marketing Message - Copywriting - Webinar Funnel Creation - Ad platform setup - Unlimited Ad Copies - Unlimited Optimisation - Video Scripting - Video Shoot & Production - Create Video Thumbnails for Ad Video - Upload Ad Videos into Client's YouTube Channel - Link Ad Videos on YouTube Channel to Google Ads Manager - Conduct Research on interest groups - Schedule for Launch - Webinar Slides - Sales Training		Per Month	3.00		
Digital Assets: 1x Copywriting for Landing Page, Video Sales Letter, Ad Video, Ad Copy and Follow-Up Emails (Up to 1000 words each) 1x Build landing page, email automation and triggers 1x Shoot and edit Ad Videos and Video Sales Letter (2-3 Minutes) 1x Create Video Thumbnails for Ad Video		Per Campaign	1.00		

Campaign 2: Facebook					
Services Rendered: - Competitor Analysis - Client Avatar - Marketing Message - Copywriting - Webinar Funnel Creation - Ad platform setup - Unlimited Ad Copies - Unlimited Optimisation - Video Scripting - Video Shoot & Production - Upload Ad Creatives and Videos into Facebook Ad Manager - Conduct Research on interest groups - Ensure interest groups of >500k potential audience size - Schedule for Launch - Webinar Slides - Sales Training	Per Month	3.00			
Digital Assets: 1x Copywriting for Landing Page, Video Sales Letter, Ad Video, Ad Copy and Follow-Up Emails (Up to 1000 words each) 1x Build landing page, email automation and triggers	Per Campaign	1.00			
1x Shoot and edit Ad Videos and Video Sales Letter (2-3 Minutes) 1x Ad Creatives and Videos into Facebook Ad Manager					
Working Process: - WhatsApp/Telegram Grp Chat - Campaign Monitoring & Optimisation - Monthly Update on Campaign Performance - Performance Review Call + Sales Systems & Training (when required) - Implement latest tested and proven strategies from our clients' wins	Per Project	1.00			
Target Return On Ad Spend (ROAS): 3-5x (On both Campaigns – Facebook and Youtube) after expending min \$3,000 Ad Budget	Per Campaign	2.00			
Review and Recommendation: Progress Reports Review Calls	Per Project	1.00			
Final Report	Per Report	1.00			
4) Training Handover	Per Setup	1.00			
5) Others Not Applicable					
	Total		\$ 15,000.00	\$ 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