

Company	Verz Design Pte Ltd
Digital Solution Name & Version Number¹	DM Verz Design Digital Marketing Package - Package 4 - Delta - SMM & SMA (3 months)
Appointment Period	06 October 2022 to 05 October 2023
Extended Appointment Period²	06 October 2023 to 05 October 2024

wef. 07 September 2023

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 Unit	1.00		
2) Hardware Not Applicable					
3) Professional Services A. Digital Marketing Needs Analysis 3 Months Social Media Management & Advertising for FB&IG or FB&LinkedIn "1) Brand Market/Industry Research & Analysis 2) Understanding Brand Essence through Mission Statement and Corporate Values 3) Perform Target Audience & Insight Analysis 4) Conduct Brand Positioning and Values Proposition Analysis 5) Review Current Brand Communications/Messaging & Strategy"		per Unit	1.00		
B. Digital Marketing Strategy Development "3 Months SMM(FB&IG or FB&LinkedIn) Strategy Report: 1) Business Studies and Industry Research 2) Target Audience Identification & Retargeting 3) Social Media Content Planning & Management 4) Consistency of Post Designs & Tone of Voice 5) Page Performance Optimisation" And "3 Months SMA(FB&IG or FB&LinkedIn) Strategy Report: 1) Digital Marketing Objectives 2) Target Audience Identification & Retargeting 3) Budget Allocation & Optimisation 4) Creative Caption and Design Mock-up for Ads postings 5) Campaign Optimisation"		per Unit	1.00		

<p>C. Digital Marketing Campaigns 3 Months Social Media Marketing (FB&IG or FB&LinkedIn) Campaign "1) Page Setup/Revamp (FB/IG or FB /LinkedIn) - FB Cover Page - Profile Picture & Content 2) Business Studies and Industry Research 3) Monthly Content Calendar & Planning 4) Content Designs & Caption Writing: - Up to x8 Content Designs each month - Up to 2 revisions each design 5) Dedicated Campaign Specialist to: - Recommend Best Practices to reach business objectives - Implement Recommended Marketing Strategies - Manage Page and Content - Monitor your Campaigns Closely - Communicate Effectively with you on Key Learnings & Next Steps 6) Monthly Reporting & Optimization"</p>	per Unit	1.00			
<p>3 Months Social Media Advertising (FB&IG or FB&LinkedIn) Campaign "1) Account Setup - Ad Account Setup (FB/IG or LinkedIn) - Setup of Business Manager/Campaign Manager Platform (FB/IG or LinkedIn) 2) Ad Campaign Setup: - Consultation with campaign specialist prior to launch campaign - Creation of up to 4 Ad Campaigns based on 1 Main Target Audience with retargeting - 1 Ad Copy Designs & Copywriting / Ad Campaign - Campaign Budget Allocation 3) Dedicated Campaign Specialist to: - Recommend Best Practices to reach business objectives - Implement Recommended Marketing Strategies - Manage Campaign and Ad - Monitor your Campaigns Closely - Communicate Effectively with you on Key Learnings & Next Steps 4) Monthly Campaign Reporting & Optimization"</p>	per Unit	1.00			
<p>D. KPI/ROAS " SMM + SMA: Expedited Increase in Social Media Reach: 20% to 80%, ROAS >200% (depending on industry benchmark upon onboarding"</p>	per Unit	1.00			
<p>E. Digital Assets Creation "x8 SMM Content Designs each month / Total of x24 Content Designs in a span of 3 months: a) x3 Static Artwork Design and Development: - Product visual provided by client - up to 2 revisions b) x1 GIF OR x1 Animated Video x1 GIF - Product visual by client - Up to 2 revisions OR x1 Animated Video - Up to 15 seconds only - Up to 2 revisions 2) Up to 4 Ad Copies: x4 Ad copywriting for up to 2 revisions"</p>	per Unit	1.00			

F. Review and recommendation "Social Media Marketing: Monthly Campaign Report: - Social Media Audit and Ad Performance Analysis - SMM Organic Postings Report - SMA Monthly Paid Campaign Report - SMA Recommendations Report"		per Unit	1.00		
G. Final Report		per Unit	1.00		
H. Development and integration of leads management processes with existing business processes		per Unit	1.00		
4) Training Handover Checklist Documentation		per Unit	1.00		
5) Others Not Applicable					
Total				\$ 10,000.00	\$ 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