

Company	WECOFA PTE LTD
Digital Solution Name & Version Number¹	DM WECOFA Digital Marketing Packages Version 1 - Package 1 - SMM Facebook + SMM Instagram (3 Months)
Appointment Period	09 February 2023 to 08 February 2024
Extended Appointment Period²	09 February 2024 to 08 February 2025

wef. 08 February 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not Applicable		0	1.00		
2) Hardware Not Applicable		0	1.00		
3) Professional Services Digital Marketing Needs Analysis					
01 x Session of Business Clarity Growth Audit (2 hours) - In-depth Understanding of Client's Business Model. - Customers Avatar Knowledge Exercise 'CAKE' (Finding out what are the Demographics & Psychographics of 'Existing Clients' and 'Desired Target Clients'. - Finding out Who are the Existing Competitors - Audit of Client's Existing Social Media Presence		Per Session	1.00		
Digital Marketing Needs Analysis - Competitors Analysis Intelligence Report		Per Report	1.00		
Digital Marketing Needs Analysis - Customers Avatar Knowledge Exercise 'CAKE' Report		Per Report	1.00		
Digital Marketing Strategy Development					
Digital Marketing Strategy Report - Digital Marketing Objective - Brainstorming of Campaign Strategies - Target Audiences - Timeline / Social Media Calender		Per Report	1.00		
Digital Marketing Campaigns					
Facebook & Instagram Campaign Setup (One-time) - Set Up of Facebook Business Manager / Ad Account - Set Up of CRM System (If Applicable) - Creation & Installation of Facebook Pixel (If Applicable)		Per Setup	1.00		
Digital Marketing Campaigns					
Campaign 1: SMM - Facebook Marketing (2 months Social Media Marketing Campaign), >> 1 Campaign: Sales Conversion					
Conversion Campaign - Target ROAS of 150% to 500%		Per Month	2.00		
- Confirmation of Target Audience & Budget - Execution of 2 Ad Campaigns - A/B Testing of Ad Images, Ad Copywriting and Audience Variations.					

Digital Marketing Campaigns					
Campaign 2: SMM - Instagram Marketing (2 months Social Media Marketing Campaign),					
>> 1 Campaign: Sales Conversion					
Conversion Campaign - Target ROAS of 150% to 500%	Per Month	2.00			
- Confirmation of Target Audience & Budget - Execution of 2 Ad Campaigns - A/B Testing of Ad Images, Ad Copywriting and Audience Variations.					
Digital Marketing Campaigns					
Campaign Optimisation					
- Weekly campaign update - Daily Campaign Monitoring and Optimisation in office hours	Per Month	2.00			
Digital Marketing Campaigns					
Dedicated Account Manager					
- Service Support (Email, WhatsApp and Dedicated Phone Number)	Per Month	2.00			
Digital Assets Creation					
- Persuasive Ad Copywriting for Ad Campaigns for both Facebook and Instagram (03 x Ads Copywriting per month with each copy less than 200 words)	Per Month	2.00			
Digital Assets Creation					
- Visually Stunning Ad Creatives (3 Single Static Images or 3 Short Videos Per Month)	Per Month	2.00			
Digital Assets Creation					
- Organic Content Posting (16 Posts Per Month) To be posted on both Facebook & Instagram platform.	Per Report	2.00			
Review and recommendation					
- Monthly Campaign Performance Report - Monthly Campaign Analysis & Recommendations	Per Report	2.00			
Development and integration of leads management processes with existing business processes					
- Extraction of Leads and populating into Google Sheets for Tracking	Per Training	1.00			
4) Training Training					
- Handover Checklist Documentation	Per Report	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