

Company	welovesupermom pte ltd
Digital Solution Name & Version Number¹	DM Supermom Digital Marketing Packages - Package 1 - SI + SMA [3 Months]
Appointment Period	22 December 2022 to 21 December 2023
Extended Appointment Period²	22 December 2023 to 21 December 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		N.A.	1.00		
2) Hardware Not applicable to Digital Marketing Packages		N.A.	1.00		
3) Professional Services Digital Marketing Needs Analysis					
a. Understanding Target Audience, Market Description, Key Products/Services		per report	1.00		
b. SWOT Analysis					
c. Competitor Analysis					
Digital Marketing Strategy Development					
Digital Marketing Strategy Report					
Digital Marketing Strategy Framework					
a. Goals & Objectives					
b. Competitor Research		per report	1.00		
c. Custom Target Audience					
d. Digital Marketing Channels					
e. Digital Marketing Strategy Plan					
- Client Engagement Framework					
- Client Engagement Plan					
- Client Resolution Framework					
Digital Marketing Campaigns					
Campaign #1: Survey Insights (3 months)					
Scope of Work:					
- Survey Design - 10x MCQ for 1x survey					
- Survey Recruitment Effort - Recruitment of min 100x respondents to complete survey					
- Survey Report - compilation of data insights		per month	3.00		
- Non user Insights - analysis of market opportunities and key messages to target non users					
Target KPIs:					
- Min 100x respondents with completed fields					
Cost includes incentive for survey respondent collection.					
Campaign #2: Social Media Advertising (3 months)					
Scope of Work: - Set up of Facebook Business Manager - Set up of Facebook Content Calendar - Curation of 4x Organic postings / Month based on insights generated - Curation of content direction, design & copywriting based on insights generated - Curation of 2x paid advertising campaigns / Month based on insights generated - Curation of Campaign, Ad set & Ad copy - Curation of target audience, budget optimization Target KPIs: - Estimated average CTR: 0.9% - Estimated average ROAS: 4:1 (actual performance depends on industry and client target audience) Cost does not include paid advertising budget.		per post	12.00		

Digital Assets Creation - Campaign #2 Social Media Advertising Scope of Work: - Design of up to 12x graphical work images (Image based) for Social Media Advertising (Facebook)	per unit	12.00		
Review & Recommendation - Report for Campaign #1: Survey Insights	per report	1.00		
Review & Recommendation - Report for Campaign #2: Social Media Advertising	per report	3.00		
4) Training				
Handover & training	per set up	1.00		
5) Others				
Not Applicable				
Total			\$ 8,620.00	\$ 8,620.00

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