

Company	ZENWICE PTE. LTD.
Digital Solution Name & Version Number¹	DM Zenwice Digital Marketing Packages - SMM+SMA Package 1 (2 Months)
Appointment Start Date	18 June 2026

wef. 18 June 2026

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

Cost Item	Unit Cost (\$)	Unit of Measurement	Quantity	Subtotal (\$)	Qualifying Cost *
1) Software					
No Software		0	0.00		
2) Hardware					
No Hardware		0	0.00		
3) Professional Services					
Digital Marketing Needs Analysis: Assessment of Business Needs , Gap Analysis, Keyword Research & Analysis, Competitor Analysis, Assessment of Current Digital Presence, Facebook Audit and Instagram Audit, Assessment of Current Digital Assets, SWOT Analysis (Strength, Weakness, Opportunity, and Threat), Digital Asset Analysis		Per Report	1.00		
Digital Marketing Strategy Development: Developing Brand Objectives, Defining Brand KPIs, Brand Target Audience Construction, Brand Positioning & Value Proposition, Brand Consumer Journey Development, Campaign Budget Planning, Marketing Plan Development, Campaign Strategy Development, Social Media Content Strategy Development, Social Media Calendar Development, Digital Asset Creation, Client Engagement Plan & Process, Client Support & Request Resolution Framework, Dispute & Conflict Management and Resolution		Per Report	1.00		
Digital Marketing Campaigns Campaign 1 – Social Media Marketing (SMM) Platforms: Facebook, Instagram or TikTok (Any Two) Duration: 2 Months		Per Unit	1.00		

Objective: Build brand awareness, maintain consistent online presence, and improve audience engagement. Scope of Work: Development of social media content strategy, Campaign objective identification, Content ideation and planning, Monthly content calendar creation, Caption copywriting, Graphic artwork creation, Community engagement & follower growth, Implementation of recommended marketing practices KPI: Minimum increase in social media account reach by 10% - 20%. Increase in Social Media Engagement: 10% to 30%					
Campaign 2 – Social Media Advertising (SMA) Platforms: Facebook, Instagram or TikTok (Any Two) Objective: Generate leads, enquiries and measurable return on ad spend. Scope of Work: Identification of campaign objectives (e.g., leads, conversions, awareness), Target audience definition (demographics, interest, behaviour, location), Audience list optimisation, Ad creative design, Campaign deployment, Budget allocation & optimisation, Performance monitoring KPI: Target ROAS: 1.5x-5x. KPIs differ for various industries and are also dependent on media spend. Final KPI will be finalised before campaign launch.					
Digital Assets Creation : 12 to 16 social media posts over 2 months. 8 to 12 video posts, 1 to 3 static posts, 3 to 5 story posts Social Media Video production: Scripting & storyboarding, Video editing & post-production, 1x filming session 5-10 Hashtags per post, 100 to 150 words for content/caption writings per post	Per Unit	1.00			
	Per Report	1.00			

	Review and recommendation: 2x Monthly Review Report, 1x Final Campaign Report, 1x Campaigns Reviews and Recommendations, 1x Digital Marketing Strategy Report				
4)	Training				
	Training		Per Setup	1.00	
5)	Others				
	No Others		0	0.00	
Total				\$ 8,000.00	\$ 8,000.00

1 A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

* Qualifying cost refers to the supportable cost to be co-funded under the grant