

## Digi-TAC Solution Package Schedule for Approved Vendor

<b>Company &amp; UEN</b>	2Stallions Pte Ltd UEN 201529110M
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<b>Solution Package Name &amp; Version Number [1]</b>	Package D: Social Media Marketing (LinkedIn) with Photography/Videography (6 months)
<b>Brief Description of Solution Package (100 words maximum)</b>	Our LinkedIn marketing package is designed to help you to create a monthly content calendar featuring 12 engaging posts that showcase your TAC and its activities. We'll create and publish high-quality content that resonates with your target audience. The package includes high quality photos and video creation that will be used in your LinkedIn posts. This package has the potential to increase your social media reach.
<b>Eligibility Period</b>	20 October 2022 to 19 October 2023
<b>Renewal of Eligibility Period [2]</b>	20 October 2023 to 19 October 2024

### Standard Solution Package (i.e. minimum items to be purchased)

<b>Item Description</b>	<b>Unit Cost (\$)</b>	<b>Unit</b>	<b>Quantity</b>	<b>Subtotal Price (\$)</b>
1. Software	NA	NA	NA	NA
2. Hardware	NA	NA	NA	NA
3. Professional Services  <b><u>Digital Marketing Needs Analysis</u></b>  <b>SOCIAL MEDIA MARKETING</b>		Per Report	1	

<ul style="list-style-type: none"> <li>• Understand the TAC’s business objectives, industry, target audience and marketing budget</li> <li>• Gather TAC data such as branding guidelines and social media objectives</li> <li>• Analyze TAC’s social media presence on LinkedIn (B2B)</li> <li>• Research top 2 competitors for gaps &amp; improvements discovery</li> </ul> <p><b><u>Digital Marketing Strategy Development</u></b></p> <p><b>SOCIAL MEDIA MARKETING</b></p> <ul style="list-style-type: none"> <li>• LinkedIn Objectives</li> <li>• Target Audience</li> <li>• Creative Mood board for inspiration</li> <li>• Tone of voice determination</li> <li>• Content Plan for Social Media Marketing</li> <li>• Process plan detailing timelines &amp; milestones</li> </ul> <p><b><u>Digital Marketing Campaigns</u></b></p> <p><b>SOCIAL MEDIA MARKETING</b></p> <ul style="list-style-type: none"> <li>• 6 Months Social Media Marketing on LinkedIn</li> <li>• Setup and/or Optimize LinkedIn Business Page</li> <li>• 12 x organic posts per month (3 per week): <ul style="list-style-type: none"> <li>• Content creation is based on customer journey and TAC focus for the month with post ideation in collaboration with TAC team</li> <li>• Monthly content calendar with posting schedule provided at least 1 week prior to the start of the month for approval</li> </ul> </li> <li>• LinkedIn moderation guidelines <ul style="list-style-type: none"> <li>• Based on company voice &amp; culture</li> <li>• Includes do’s and don’t’s of managing comments – both positive and negative</li> <li>• Does NOT include actual message/content moderation (TAC to manage that internally)</li> </ul> </li> </ul> <p><b>KPI/ROAS</b></p> <ul style="list-style-type: none"> <li>• LinkedIn Marketing: 20% - 100% targeted increase in social media reach</li> </ul>		Per Report	1	
		Per Month	6	



4. Training • Handover Checklist Documentation		Per Report	1	
5. Others	NA	NA	NA	NA
			<b>Total (\$\$) :</b>	\$18,900

[1] A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.999

[2] SGTech may exercise the option to extend the Eligibility Period for an additional one-year ("Renewal Eligibility Period")

All prices excluding GST.