Digi-TAC Solution Package Schedule for <u>Approved Vendor</u>

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Solution Package Name & Version Number [1]	Package E: Marketing Automation with ActiveCampaign (12 months)
Brief Description of Solution Package (100 words maximum)	This marketing automation package is designed to help you streamline your digital marketing efforts and improve engagement with your audience. We will recommend processes for automation and create up to 3 customer nurture sequences to drive activation and engagement e.g. include event registration automation and membership renewal automation. By automating emails, social media posts, and other marketing efforts, you'll save time and do more with a small team. Our expert team will handle the setup and execution of your automation campaign, you can expect increased ROI through leads nurturing and a better overall customer experience.
Eligibility Period	20 October 2022 to 19 October 2023
Renewal of Eligibility Period [2]	20 October 2023 to 19 October 2024

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

Item Description	Unit Cost (S$)	Unit	Quantity	Subtotal Price (S$)
1. Software	NA	NA	NA	NA
2. Hardware	NA	NA	NA	NA
3. Professional Services		Per Report	1	

Digital Marketing Needs Analysis **MARKETING AUTOMATION** • Understand the TAC's business objectives, industry, target audience and marketing budget • Gather TAC data such as branding guidelines and email marketing objectives • Analyse TAC's current digital marketing efforts for gaps & improvements discovery • Recommend marketing automation tool for best results if they are open or are not already using any tool **Digital Marketing Strategy Development** **MARKETING AUTOMATION** • Digital Marketing Objectives • Segmentation of audiences • Recommended processes for automation • Creative Mood board for inspiration • Tone of voice determination • Process plan detailing timelines & milestones		Per Report	1

Digital Marketing Campaigns
 	
MARKETING AUTOMATION
• Setup of ActiveCampaign Professional with up to 2,500 contacts
  • If contact list exceeds 2,500, TAC is expected to top up additional fee for ActiveCampaign
• Connect domain to send emails from company domain
• Contact list import to platform
  • Please note that TAC MUST ensure compliance of list with PDPA before uploading process
  • TAC to provide list in acceptable format for uploading (i.e. excel or CSV file)
• TAC can choose up to 3 customer nurture sequences from the following to drive activation and engagement:
  • Customer birthday campaign automation
  • Event registration automation
		Per Month	12

• Hot networking leads follow-up automation
• Lead warmup campaign automation
• Appointment reminder and task automation
• Customer satisfaction survey reminder
• Customer payment reminder automation
• Inclusive of up to 4 emails per sequence with copywriting
• Max of 2 revisions to copywriting
• Integration of up to 3 ActiveCampaign forms and tracking into existing website
• Monthly strategy calls
  • 1 per month for max duration of 1 hour)
  • Discuss monthly results and recommendations
  • Decide on usage of implementation hours
  • Max of 2 implementation hours per month
 	
KPI/ROAS
• LinkedIn Marketing: 20% - 100% targeted increase in social media reach (Estimated Reach calculation to be provided upon Project Onboarding)			

Digital Assets Creation **MARKETING AUTOMATION** • Purchase and setup of ActiveCampaign Professional with up to 2,500 contacts	Per Account	1	

• 3 x Automations
  • Design and development of nurture sequence
  • Copywriting of 4 emails (does not include images)
  • Max of 2 rounds of revisions to copywriting
  • Integration of sequence into website if necessary
	Per Account	3	

Review & Recommendations **MARKETING AUTOMATION MONTHLY REPORT**	Per Report	12	

• Past month data analysis with recommendations • 1 hour monthly call to review analysis and recommendations • 2-hours of implementation for recommendations **FINAL PROJECT REPORT** • Handover Checklist Documentation		Per Report	1	

4. Training
  • 1 x Training session on usage of marketing automation tool for TAC after implementation
    • ACLP/ACTA certified trainer
    • Either in-person (TAC to provide space) or over Zoom
 	
  • Handover Checklist Documentation
		Per Day
		
		Per Report
			1
			
			1	

5. Others	NA	NA	NA	NA
			Total (S$) :	$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.