

Digital M

AMOUNT (SGD)	8,500.00
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Bill To	Package 2 DM Digital M Digital Marketing Package 2 - SMM + SEM (3 Months) ,
Summary	DM Digital M Digital Marketing Package 2 - SMM + SEM (3 Months) ,

#	Item / Description	Qty	Unit Price	Amount (SGD)
1	Digital Marketing Needs Analysis Company Analysis Competitor Analysis Digital Asset Analysis per set up	1.00	0.00	0.00
2	Digital Marketing Strategy Development Digital Market Strategy Report (Proposed Solution, Brand Direction/Positioning & KPI) Keyword Research & Analysis Target Audience Selection per set up	1.00	0.00	0.00
3	Digital Marketing Campaign 1: SMM Scope of Work: - Platform: Facebook & Instagram / LinkedIn / Xiao Hong Shu - Set Up/Optimize of Social Media Profile - 2 - 4 post per month - Editorial Calendar - Finalised Content Visuals - Finalised Caption Copywriting - Content Publishing Target engagement rate: 10%-30% per month	3.00	500.00	1,500.00
4	Digital Assets Creation - Graphic Design x 12 - Copywriting x 12 per unit	12.00	400.00	4,800.00

#	Item / Description	Qty	Unit Price	Amount (SGD)
5	Digital Marketing Campaign 2 Google Ads Set Up: - Set up comprehensive Google Advertisement - Up to 1 - 5 campaigns - Create high conversion ads title and description - Keyword research - Choose 5-10 money keywords - Create ads extensions per set up	1.00	250.00	250.00
6	Scope Of Work Google Ads Monthly Management - Review keywords search terms, make sure google display the right keywords - Review Google recommendations and optimize google ads based on the recommendations - Quality Score Optimisation - Location Targeting - Conversion Tracking Target ROAS: 100% - 200% per month	3.00	400.00	1,200.00
7	Digital Assets Creation - SEM Ad Copywriting - GDN Ad Creative 1 set of minimum 3 recommended sizes (if applicable) per month	3.00	250.00	750.00
8	Review and recommendation Review and recommendation: Monthly Performance Report with observation & recommendation per month	3.00	0.00	0.00
9	Final Report per set up	1.00	0.00	0.00
10	Development and integration of lead management processes with existing business processes (not applicable) per set up	1.00	0.00	0.00
11	Training Handover Checklist Documentation per set up	1.00	0.00	0.00
Subtotal				8,500.00
TOTAL (SGD)				8,500.00
BALANCE DUE (SGD)				8,500.00

Notes

Terms of the Agreement

Terms of the Agreement

This Agreement is made as of the Acceptance Date between Digital M Pte Ltd ("Digital M") and the Client. It outlines the scope of services, payment obligations, and mutual responsibilities agreed upon by both parties.

1. General Agreement

Digital M agrees to provide the digital marketing services as described in the approved proposal. By signing this Agreement, the Client confirms their commitment to the scope, deliverables, and pricing specified. The Client also acknowledges and agrees to comply with Digital M's Terms of Service.

2. Payment Terms (Unless otherwise stated in the contract)

All invoices are payable within 14 calendar days from the date of issue.
Digital M Pte Ltd. Payments not received within this timeframe will be considered late, and a late administrative fee of 2% of the total outstanding amount may apply. Digital M reserves the right to suspend ongoing work or withhold deliverables in the event of delayed payment.

3. Charges and Amendments

Any additional requests or revisions outside the original scope of work will be subject to additional charges. Verbal or email approvals from the Client will be deemed valid for progressing with additional work. Invoices may reflect any such agreed-upon extensions or modifications.

4. Service Level Agreement (SLA)

Digital M aims to deliver all services at high-performance standards. The following support and SLA terms apply:

Support Hours: 9:00 am to 6:00 pm, Monday to Friday (except weekends & public holidays)
Response Time: Within 1 business day for all support-related queries.
Resolution Time: Issues will be resolved within 3-5 business days, depending on complexity. Critical issues will be prioritised and addressed promptly.

Any urgent requests outside support hours may be subject to additional charges.

5. Confidentiality

Both parties agree to maintain strict confidentiality regarding all information shared throughout the course of the project. Neither party shall disclose confidential business, technical, or operational information to third parties without prior written consent, except as required by law.

6. Data Ownership

All final deliverables produced and paid for under this agreement shall be the property of the Client. However, Digital M reserves the right to retain and use anonymized versions of the work for portfolio and marketing purposes unless otherwise agreed in writing.

7. Dispute Resolution

The Parties agree to follow a structured, two-stage conflict management process for resolving any disputes arising out of or in connection with this Agreement.

Level 1 – Internal Resolution with the Digital Marketing Manager
Level 2 – Management Escalation: If the matter remains unresolved, by the Digital Marketing Director.

If, after both levels of internal resolution, the Client's concerns remain unresolved, Digital M may offer to redo the campaign or provide a partial or full refund, as mutually agreed in writing.

8. Termination Clause

Either party may terminate this agreement with 14 calendar days' written notice.
In the event of termination, the Client will be invoiced for all work completed up to the termination date.

If the project is terminated before payment of the initial non-refundable deposit, the deposit remains payable due to the commitment outlined in this signed agreement.

Digital M also reserves the right to terminate the agreement immediately if there is a breach of terms, non-payment, or unethical behaviour by the Client.



Reference	INV-15/05/2025-08		
Date	15 May 2025		
AMOUNT DUE (SGD)	8,500.00	ACCEPTED BY / Date	AUTHORIZED BY / Date