

DRAFT QUOTE

Web Delegate Pte Ltd

Date
3 Apr 2022

Expiry
10 Apr 2022

Quote Number
QU-0220

Web Delegate Pte Ltd
1 Paya Lebar Link
#04-01 Paya Lebar Quarter
SINGAPORE 408533
SINGAPORE

Description	Quantity	Unit Price	Tax	Amount SGD
Web Delegate Digital Marketing - Web Starter (3 months)	1.00	6,000.00	No Tax	6,000.00
1) Software Not Applicable				
2) Hardware Not Applicable				
3) Professional Services (1 Report) Digital Marketing Need Analysis Persona Development and Target Audience Market Landscape Brand and Competitor Audit				
Digital Marketing Strategy Development (1 Report) Digital Marketing Strategy Report - Marketing Strategy, Media Strategy, Key Performance Indicator Proposed brand positioning Analysis and Recommendation - Digital Assets				
Ad Campaign (Execution of 2 mini-campaigns) - Formulation, Planning, and execution of the digital strategy for 2 campaigns - Campaign Ideation and Strategy - Channel Selection (Upto 2 platforms) - Ad Set up, Optimisation and Management - Copywriting for campaign posts (limited to 400 words) - Images for posting - Channel and Campaign Reporting Estimated Results* Campaign - Average CPM - \$3.5, Average CVR - 4.5% and Average Cost per Acquisition - 75 SGD				

Description	Quantity	Unit Price	Tax	Amount SGD
Target ROAS (Return on Ad spend) - 200% to 500%* *- Based on industry benchmark and client needs.				
Digital Assets Creation Image Creation & Editing for brand awareness campaigns Inclusive of stock photo purchase and editing Usual image sizing 1920x1080px or 1080x1080px				
Digital Asset Creation Creation of 1 Landing Page for Campaigns (Inclusive of Copywriting)				
Review and recommendation Monthly Report For 3 Months				
Review and recommendation Final Report				
4) Training Training Handover				
5) Others Not Applicable				
			Subtotal	6,000.00
			TOTAL SGD	6,000.00

Terms

Payment Method : You can bank transfer to OCBC Current Account:

Bank Account Number: 647-02600400-1
Code Number - 7339
Swift Code - OCBCSGSG

Company Name - Web Delegate Pte Ltd

You can also PayNow to UEN Number: 201218859W

The terms and conditions for this invoice is listed out here - <http://www.webdelegate.com/terms-and-conditions/>

All payments made are non refundable.