

CIAO DIGITAL MARKETING

Official Service Pricing & Business Proposal

Date: May 2026 | Jurisdiction: Singapore & APAC

1. Company Introduction

Ciao Digital Marketing is a premier digital solutions provider based in Singapore. We empower Small and Medium Enterprises (SMEs) and growth-focused brands to scale through cutting-edge, data-driven, and executable online marketing models.

Our capabilities span market intelligence, social media operations, Search Engine Optimization (SEO), high-conversion web infrastructure design, and multi-network ad management. We also deploy strategic frameworks for cross-border e-commerce setups (Shopee, Lazada, Amazon) and dedicated technical workflows, such as WeChat SDK integrations.

At Ciao Digital, we act entirely as your integrated full-lifecycle digital growth partner.

2. Scope of Services & Pricing Matrix

Service Name	Scope of Work	Unit	Price (SGD)	Notes
1. Pre-Service Phase				
Full Digital Audit	Website, SEO, Social Media, Ads, competitor benchmarking, customer journey & growth opportunities with an actionable report	one-time	\$500	Delivered as PDF + 30min online review. No data migration or implementation.
2. Social Media Management				
Social Media Management Basic	8 posts/month, 1 platform, basic design	monthly	\$450	Excludes ads. Client provides brand visuals (logo, colors, fonts).
Social Media Management Standard	12 posts/month, 2 platforms, captions + design	monthly	\$780	Includes monthly performance report (engagement & follower growth). No crisis management.
Social Media Retainer	Content creation, copywriting, graphic design for FB/IG (3 posts/week), community engagement	monthly	\$800	Includes weekly community replies (comments/DMs).
3. Paid Advertising				
Facebook / Instagram Ads Management	Campaign setup + optimization	monthly	\$380	Min ad spend: \$300 SGD/month. Excludes content creation.

Google Ads Management	Keyword setup, optimization, and reporting	monthly	\$450	Excludes Google Merchant Center setup. Search ads only.
Paid Ads Management	Meta (FB/IG) or Google Ads setup, audience targeting, A/B testing, and monthly ROI reporting	monthly	\$600	Excludes conversion tracking code installation (available for \$150 one-time).
TikTok Content Management	8 short videos/month editing + posting	monthly	\$680	Client provides raw footage. No actors, locations, or scripts.
4. SEO & Content				
SEO Basic	Keyword optimization + Google indexing	monthly	\$550	Targets 5 keywords only. No link building.
SEO Standard	Technical SEO + content optimization	monthly	\$980	Includes monthly competitor analysis. No website redesign.
SEO Optimization	On-page SEO, keyword research, technical audit, blog content optimization	monthly	\$700	No page redirects or structural changes.
AI Content / Copywriting	Blog / article / social media content writing	article	\$80	1 free revision. No fact-checking. English or Chinese.
5. Website & Landing Page				
Website Design (WordPress/Shopify)	5-page business website	one-time	\$1200	Excludes hosting, domain, email, premier plugins. Max 2 rounds of revisions.
Landing Page Design	1 conversion-focused landing page	one-time	\$350	Includes basic A/B testing advice. Excludes form backend integration.
Monthly Website Maintenance	Plugin updates + backup + monitoring	monthly	\$120	Excludes content changes (text/images).
6. E-Commerce Marketplace				

Shopee Store Management	Product listing optimization, store decoration, vouchers, flash sales setup, basic inquiry handling	monthly	\$650	Does not include live chat handling (only template replies).
Lazada Store Management	Campaign alignment (11.11, 12.12), SKU optimization, store feed, performance tracking	monthly	\$650	Same as above.
Amazon Store Management	Listing optimization (SEO Keywords), Buy Box monitoring, inventory health, basic review management	monthly	\$980	Excludes PPC ad management.
Multi-Platform Bundle	Full management for Shopee + Lazada + Amazon	monthly	\$1800	Includes cross-platform inventory sync advice. No ERP integration.
Marketplace Setup Only	Store creation, brand verification, initial 10 SKU uploads, payment/logistics integration	one-time	\$500	Client provides brand authorization documents.

7. Consulting & Add-ons

Consultation & Strategy	Digital marketing consultation	hour	\$90	Minimum 1 hour. 24h cancellation notice.
Project Setup Fee	Account setup, pixel installation, competitor analysis, strategy brief	one-time	\$250	Separate from monthly fees. Required for new clients.
Monthly Reporting Call	30-min performance review + next-month action plan	month	\$50	Optional add-on. Can be purchased separately.
Rush Fee (per service)	Delivery within 24 hours (instead of 3 days)	per service	\$500	50% of the original service fee. E.g., \$500 service -> \$2500 rush fee.
Bundle Discount	SEO Basic (monthly) + 2 articles	monthly	\$600	Original price \$630. Automatically applied when selected together.

8. WeChat & China Market

WeChat Share Configuration	Configure share title, description, thumbnail for pages shared in	one-time	\$180	Client provides a verified WeChat Official Account.
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	WeChat (Open Graph + JSSDK)			Excludes domain verification.
WeChat Floating Button	Add floating 'Contact WeChat' button with configurable WeChat ID	one-time	\$120	Button design + positioning. Excludes backend API.
WeChat Open Platform Login	WeChat QR code login (requires Open Platform account)	one-time	\$350	Client pays RMB300/year to WeChat. Integration support only.

- **Prices are valid for 12 months; subject to review thereafter.**

3. Terms & Conditions

- **Service Activation:** Individual project workflows or recurring digital campaigns shall officially commence only upon cross-execution of this proposal and the verification of upfront deposit clearance.
- **Client Cooperation:** The Client agrees to provide necessary administrative access, high-resolution media collateral, copywriting outlines, or brand parameters promptly. The agency is not liable for structural delays resulting from the Client's asset dependency.
- **Revision Limits:** One-off developmental deployments (such as Landing Pages or full site setups) encompass standard review iterations explicitly designated within the matrix. Subsequent custom adjustments post-delivery will incur fees tied to our consultancy rate of \$90/hour.
- **Data & Confidentiality:** Both entities agree to maintain comprehensive confidentiality regarding internal strategic metrics, access passwords, business operations, and client leads intercepted during active retainers.
- **Market Performance Disclaimer:** Online optimizations, keyword ranking (SEO), and targeted paid marketing spaces remain bound by shifting platform constraints, bid dynamics, and engine core update algorithms. The agency applies strategic optimizations but rejects fixed mathematical conversion or traffic guarantees.
- **Termination:** Either party may terminate monthly services with 30 days written notice. No refund for partial months. One-time projects are non-refundable after work has commenced.

4. Payment Policy

- **Invoicing Structures:** standard commercial processes deploy an upfront split structure requiring a 50% upfront (mobilization fee), 50% net 30 days from the invoice date. Monthly recurring services are invoiced at the beginning of each month.
- **Media Capital Allocations:** All budget configurations listed within the Paid Advertising division exclude third-party ad network billing (Meta, Google, TikTok). These networks must be funded directly by the client's corporate cards or pre-deposited securely to our operational accounts.
- **Account Suspension Metrics:** Overdue accounts exceeding 14 calendar days from the designated invoice milestone date may face automated temporary structural pauses on active ad operations, search indexing retainers, or content distributions until balances are paid in full.
- **GST:** If GST is applicable under Singapore law, it will be added at the prevailing rate.

5. Authorization & Execution

This proposal constitutes a legally binding framework once signed and stamped by authorized signatories of both organizations.

Service Provider: Ciao Digital Marketing Client Company Name: _____

Authorized Signature: _____ Authorized Signature: _____

Date: ____ / ____ / 2026

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