

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : FIRST PGMC ENTERPRISES, INC.
BRAND : Silver Swan
PROJECT: : Silver Swan Social Media Management FY24
CE. NO. : FIRST PGMC-SILVER-SWAN-2023-0009
DATE : 24 July 2023

16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 8856-7888
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	SERVICE	NET	VAT	TOTAL
I	Social Media Management Coverage: Silver Swan non-dedicated team from May 2023-April 2024 Account Management Social Editorial & Always On Social Content Details of Scope: Overall Account Management Day-to-day client servicing & management of program & activities Coordination with other agencies / partners for all integrated marketing communication efforts Weekly project lists, timetables & meeting Overall Brand Support Updates on industry trends & reports, best practices (included in monthly reports) Support in the safeguarding of brand's digital presence and health Social Media (<i>until July 2023 only</i>) Facebook Content planning & production (4 composed materials per month, 3 months) *Animated/static with 2 rounds of revisions for each Social editorial - always on engagement Creative ideas for social media Engagement plans & strategy development; includes mechanics & materials production Display images & texts for Social Always On	1,595,808.00	191,496.96	1,787,304.96
II	Community Management Scope-of-work: Multi-platform Community Management (Facebook & TikTok) Mon-Fri, 9am-6pm, except holidays Implement the online community strategy, coordinating with stakeholders across the client's brand to ensure its effectiveness & providing superior quality of customer service & support to the online community with the help of various communication tools Day-to-day administration & management of conversations, posting of content, performance analysis, fan engagement Monthly page performance report with competitors			

III	0.00	0.00	0.00
SUB TOTAL	1,595,808.00	191,496.96	1,787,304.96
GRAND TOTAL	1,595,808.00	191,496.96	1,787,304.96

TERMS :

Monthly payment scheme. 100% payment upon approval of the CE

Note: Penalty charges of 2% will be added per month on the unpaid amount, until fully paid. The Service Provider reserves the right to suspend work in case the delay last more than forty-five (45 days) after the due date.

SUBMITTED BY:  Bea Co Account Director		
NOTED BY:  Reg Cabanban Managing Partner		
APPROVED BY: Czarina Chan	APPROVED BY: Madz Javier 	APPROVED BY: Abbie Giron 