

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : FIRST PGMC ENTERPRISES, INC.
BRAND : Silver Swan
PROJECT : Silver Swan Social Media Management (FY 22/23)
CE. NO. : FIRST PGMC-SILVER-SWAN-2022-0003
DATE : 27 April 2022

16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 8856-7888
 Fax: 8856-9316

SERVICE	NET	VAT	TOTAL
I Social Media Management Coverage: Silver Swan non-dedicated team from May 2022-April 2023 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 Social Media Playbook - Update Regular updates on industry trends & reports, best practices Support in the safeguarding of brand's digital presence and health Social Media Facebook Content planning & production (4 materials per month)* *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	2,443,200.00	293,184.00	2,736,384.00

II

Community Management

Scope-of-work:

Multi-platform Community Management (FB, IG and 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

Promo Management (with simple mechanics; up to 3 promos; exclusive of DTI or ASC permit & fees; prize distribution & logistics)






Monthly page performance report with competitors

SUB TOTAL	2,443,200.00	293,184.00	2,736,384.00
GRAND TOTAL	2,443,200.00	293,184.00	2,736,384.00

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 Senior Account Manager			
NOTED BY:  Reg Cabanban Managing Partner			
APPROVED BY:  Madz Javier	APPROVED BY:  Abbie Giron	APPROVED BY:  Mario Mendoza	APPROVED BY:  Ampy Rio