

## **EXCLUSIVE PROPOSAL**

*Prepared exclusively for attendees of the Asia Business Show 2026*

Social Media Management

Consistent, on brand that builds visibility and drives real engagement

Prepared For:

Prepared By: **MERRIA DIGITAL**

Date: 26-27 August 2026

Proposal Valid Until: 23 September 2026

## **Service Overview**

MERRIA Digital manages your social presence end-to-end strategy, content production, scheduling, community management, and reporting. So, your brand shows up consistently without consuming your internal team's time.

Our content is built around a data-informed cadence: the right mix of static, carousel, and short-form video for your platforms, timed for when your audience is actually active.

## **What's Included**

- Monthly content calendar aligned to your brand goals and key dates
- Original graphic and short-form video content (no stock-photo filler)
- Platform-native captions and hashtag strategy
- Scheduling and publishing across chosen platforms
- Community management (comments, DM monitoring during business hours)
- Monthly performance report with clear, plain-English insights

### Investment

Pricing reflects current market positioning for SME-focused engagements. All fees are quoted in SGD and exclude GST.

| Package Inclusions                                           | Starter                      | Growth                       | Premium                      |
|--------------------------------------------------------------|------------------------------|------------------------------|------------------------------|
| Investment                                                   | SGD 1999<br><i>per month</i> | SGD 2799<br><i>per month</i> | SGD 4999<br><i>per month</i> |
| 2 platforms covered                                          | ✓                            | —                            | —                            |
| 3–4 platforms covered                                        | —                            | ✓                            | ✓                            |
| 10 posts / month                                             | ✓                            | —                            | —                            |
| 18 posts / month incl. 2 short-form video (up to 30 seconds) | —                            | ✓                            | —                            |
| 25 posts / month, 4 video-first (up to 60 seconds)           | —                            | —                            | ✓                            |
| Monthly performance report                                   | ✓                            | ✓                            | ✓                            |
| Community management                                         | —                            | ✓                            | ✓                            |
| Dedicated content strategist + bi-weekly reporting           | —                            | —                            | ✓                            |

### Our Process

1. **Discovery** → We audit your current channels, audience, and competitors to establish a baseline and content direction.
2. **Content Planning** → A monthly content calendar is built and approved with you before any production begins.
3. **Production & Publishing** → Our team produces and schedules content, monitoring engagement in real time.
4. **Reporting & Optimization** → Monthly reporting highlights what's working, with recommendations adjusted each cycle.

### Why MERRIA Digital

- Singapore-registered digital marketing agency built specifically around the needs of small and medium enterprises.
- A single accountable partner across strategy, creative, and execution. No hand-off between disconnected vendors.
- Transparent, results-driven reporting so you always know what your investment is producing.
- Collaborative approach: we work as an extension of your team, not a detached vendor.

### Next Steps

This proposal is exclusive businesses met at the Asia Business Show 2026 and is valid 30 days from the date above. To proceed, or to discuss a package tailored more precisely to your goals:

- Scan the QR code/ visit our booth to speak with our team directly.
- Email [support@merriadigital.com](mailto:support@merriadigital.com) referencing “Asia Business Show Proposal”
- Call +65 6871 8842 to book a complimentary strategy consultation.

*We look forward to helping you turn your Asia Business Show connections into social media management with content creation results.*

### Client Acceptance

To confirm your selected package, please indicate your choice and sign this proposal. A countersigned copy will be returned to you, and our team will be in touch within 1 business day to begin onboarding.

☐ **Starter**

SGD 1999 per month

☐ **Growth**

SGD 2799 per month

☐ **Premium**

SGD 4999 per month



Client Signature

For MERRIA Digital

Name & Company (Print)

Name & Designation (Print)

Date

Date