

EXCLUSIVE PROPOSAL

Prepared exclusively for attendees of the Asia Business Show 2026

Ads Management

Paid campaigns built for measurable leads and sales – not just impressions.

Prepared For:

Prepared By: **MERRIA DIGITAL**

Date: 26-27 August 2026

Proposal Valid Until: 23 September 2026

Service Overview

MERRIA Digital plans, build, and optimizes paid campaigns across Google, Meta. And other platforms suited to your audience, focused on cost-efficient leads and conversions rather than vanity metrics.

Management fees below are separate from ad spend, which is paid directly to the ad platforms. A standard structure across the Singapore market that keeps your budget transparent.

What's Included

- Campaign strategy and platform selection based on your goals and audience.
- Conversion tracking and analytics setup.
- Ad creative direction and copywriting.
- Ongoing bid, budget, and targeting optimization.
- A/B testing of creative and audiences.
- Regular performance reporting tied to leads and cost-per-result.

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 999 <i>per month + ad spend</i>	SGD 2999 <i>per month + ad spend</i>	SGD 3599 <i>per month + ad spend</i>
1 platform (Google or Meta)	✓	—	—
2 platforms (Google + Meta)	—	✓	✓
Conversion tracking setup	✓	✓	✓
A/B creative & audience testing	—	✓	✓
3+ platforms incl. TikTok / LinkedIn	—	—	✓
Monthly reporting	✓	✓	✓
Bi-weekly optimization & reporting	—	✓	✓
Dedicated account strategist, weekly reporting	—	—	✓

Our Process

- Strategy & Setup** → We define target audiences, platforms, and conversion goals, then build out tracking so results are measurable from day one.
- Creative Development** → Ad copy and creative are produced and aligned to your brand before launch.
- Launch & Optimize** → Campaigns go live and are actively monitored, with budgets and targeting adjusted based on real performance data.
- Report & Refine** → You receive clear reporting on cost-per-lead and results, with next-cycle recommendations.

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 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 999 per month + ad spend

☐ Growth

SGD 2999 per month + ad spend

☐ Premium

SGD 3599 per month + ad spend

Client Signature

For MERRIA Digital

Name & Company (Print)

Name & Designation (Print)

Date

Date