

Frequently Asked Questions (FAQs) for E-Commerce Booster Package – Digital Marketing Programme

1. Who is eligible for the Digital Marketing Programme?

The programme supports local retailers, including heartland retailers, with little or no digital marketing capabilities to be proficient in implementing effective digital campaigns to increase their brand awareness and sales conversions across various digital channels during the COVID-19 period.

An interested retailer should meet the following criteria:

- Business entity is registered / incorporated in Singapore;
- Has a minimum of 30% local shareholding; and
- Company's group annual turnover not exceeding \$100 million per annum based on the most recent audited report, or group employment not exceeding 200 employees.

Each retailer can only apply for the digital marketing programme once, and you must not already have any on-going digital marketing projects at the point of application.

2. How much out-of-pocket expenses do I have to pay?

Each eligible retailer will receive support at 90% of the qualifying costs, capped at S\$9,000. Retailers will only have to pay the remaining 10% of qualifying costs of up to S\$1,000.

3. How long is the support available for?

The deadline to sign up is 30 September 2020. Successful applicants can benefit from 3 months of support under this programme.

4. Am I still eligible for the Digital Marketing Programme if I have previously applied for the Singapore E-Commerce Programme and/or the Multichannel E-Commerce Platform (MEP) Programme?

Yes, you are still eligible for the Digital Marketing Programme. The expanded support for the development of digital marketing capabilities is in addition to the 90% support for retailers to sell their products on e-commerce platforms for domestic and/or overseas markets.

However, please note that you can only apply for additional manpower support under the E-Commerce Booster Package once i.e. if you have already applied for additional manpower support for the Singapore E-Commerce Programme, you will not be able to apply for manpower support for the MEP Programme or the Digital Marketing Programme.

5. Under this programme, how many campaigns can I execute, and on which digital marketing platforms?

Under the programme, each retailer will work with an approved digital marketing partner to execute at least one digital marketing campaign. The digital marketing platforms to be used and format of campaigns may vary and would be customised to best meet the needs of your business. You may email

Retail_Design@enterprisesg.gov.sg to find out more about the approved digital marketing partners and the services they offer.

6. Can I apply if I have an existing business account on social media platforms?

Retailers with existing corporate accounts on social media platforms but with limited digital marketing capabilities may still apply and benefit from the programme.

Please contact Retail_Design@enterprisesg.gov.sg to find out more and to apply.

7. Would there be any expenses incurred when advertising on social media platforms?

During the execution of digital marketing campaigns, retailers may incur media costs when advertising on the various social media platforms. This will be covered under the 10% cost that you are paying for the Digital Marketing Programme (i.e. there is no additional out-of-pocket expense from retailers apart from the remaining 10% of qualifying costs for the programme).

8. What will happen when the initiative ends?

The initiative aims to enable retailers to build digital marketing capabilities and explore new channels to increase brand awareness during the challenging times brought about by COVID-19. We hope that after the initiative ends, you will continue to leverage the digital marketing capabilities you have developed to improve your online business performance.

9. My business is now on board the digital marketing programme. How do I apply for the manpower support?

Enterprise Singapore will support 90% of the qualifying manpower costs, for a maximum of three new or existing Singaporean and PR workers directly involved in the project, for a period of three months.

To be eligible for the manpower support, retailers must have confirmed its participation in the Digital Marketing Programme, and must not have applied for similar support previously under the E-Commerce Booster Package.

Companies may submit an application for an Enterprise Development Grant through the [Business Grants Portal \(BGP\)](#).

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