

## MEDIA RELEASE

### Enterprise Singapore expands E-Commerce Booster Package

*90% support for retailers to build digital marketing capabilities to sustain e-commerce efforts for the long term*

MR No.: 033/20

Singapore, Wednesday, 6 May 2020

1. Enterprise Singapore (ESG) today announced an expansion to the **E-Commerce Booster Package**, which will now support SME retailers in strengthening their digital marketing capabilities for e-commerce. This will help them understand and apply digital marketing to their business and improve their proficiency in implementing effective digital campaigns. Such skills enable SME retailers to build long-term capabilities and generate greater consumer awareness of their brands and products.
2. The E-Commerce Booster Package now covers:
  - a) A one-time 90% support<sup>1</sup> for digital marketing advisory services for three months. These include capabilities to analyse retailers' existing digital business models and assets, develop digital marketing plans and optimise their online marketing efforts on social media channels;
  - b) Support for manpower<sup>2</sup> to build in-house capabilities needed to set the foundation for sustained digital marketing efforts.
3. At the end of three months, retailers will be able to:
  - a) Understand and apply digital marketing for their business;
  - b) Use basic digital marketing tools to develop and drive digital campaigns;

---

<sup>1</sup> Under the enhanced Enterprise Development Grant, the support level has been raised from up to 70% to 90% for applications made till 31 December 2020 for firms severely impacted by COVID-19. This was announced during the Supplementary Budget 2020. For E-Commerce Booster Package, retailers can apply from now to 30 September 2020.

<sup>2</sup> Retailers can apply for manpower support if they have not applied for such manpower support previously under the E-Commerce Booster Package. ESG will support 90% of the qualifying manpower cost for three months.

- c) Plan and manage content of digital campaigns;
  - d) Perform basic data analytics to assess the performance of digital campaigns;
  - e) Identify areas for improvement.
4. The expanded support for development of digital marketing capabilities is in addition to the one-time 90% support of the cost for retailers to on-board e-commerce platforms for domestic and/or overseas markets as well as qualifying manpower cost for three months that was announced by ESG when it introduced the E-Commerce Booster Package on 2 April 2020. This supports retailers' business transformation efforts to diversify their sales channels and revenue streams by selling online.
5. Said Mr Ted Tan, Deputy Chief Executive Officer of Enterprise Singapore, "Having an e-commerce presence for retailers is the first step in expanding their customer base and sales. But for this to be sustained, retailers must strengthen their ability to understand how to better leverage digital marketing to attract and engage customers online, especially on social media. The digital marketing skillset will enable them to remain agile and adapt to changing customer preferences while increasing customer loyalty and attracting new customers."
6. Retailers can sign up for the E-Commerce Booster Package from now until 30 September 2020. Companies can visit [here](#) for more information.
7. The E-Commerce Booster Package is in line with the "Stay Healthy, Go Digital" initiative to provide resources for businesses to manage the COVID-19 situation, and the SMEs Go Digital programme to help SMEs strengthen their digital capabilities and access global markets via digital channels.

#### **Annex: More details on the digital marketing support**

Get your story leads from Enterprise Singapore's [Facebook](#) (@enterpriseSG), [LinkedIn](#) and [YouTube](#).

-End-

For media enquiries, please contact:

Ms Lee Ling Ling  
Senior Business Partner  
Corporate Communications  
M : +65 9647 8917  
E : [lee\\_ling\\_ling@enterprisesg.gov.sg](mailto:lee_ling_ling@enterprisesg.gov.sg)

---

### **About Enterprise Singapore**

Enterprise Singapore is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise.

We also support the growth of Singapore as a hub for global trading and startups, and build trust in Singapore's products and services through quality and standards.

Visit [www.enterprisesg.gov.sg](http://www.enterprisesg.gov.sg) for more information.

**Information on the E-Commerce Booster Package - digital marketing support**

**What are the advisory support and solutions supported under this component?**

- Analysis of existing digital business models and digital assets to streamline online marketing efforts
- Advisory and development of digital marketing plans and solutions
- Creation and execution of at least 1 digital campaign
- Digital campaign optimisation
- Performance tracking and campaign data analytics

**Who is eligible to participate?**

Interested retailers should meet the following criteria:

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

**How to apply?**

Retailers can directly contact [Retail\\_Design@enterprisesg.gov.sg](mailto:Retail_Design@enterprisesg.gov.sg) for more information on the advisory support and solutions providers and to apply for digital marketing support.