



MARKETING SERVICES

MENU & PRICING GUIDE

Limited Price. Unlimited Value.

ATOMM GROUP PTE LTD

Boutique M&A and Business Strategy

atommgroup.com • Singapore

CONTENTS

1. Why Atomm.....	3
2. One-Time Launch Packages.....	4
<i>Spark · Starter · Growth · Full · Enterprise</i>	
3. Industry-Specific Packages.....	7
<i>F&B · Retail · Service · Personal · Real Estate · Education · Event</i>	
4. Monthly Marketing Subscriptions.....	9
<i>Lite · Essential · Growth · Pro · Elite</i>	
5. Atomm Signature — Gamified & Creative Marketing.....	12
<i>Card games · Loyalty systems · Creative specialties</i>	
6. Podcast & YouTube Production.....	13
<i>Standard Launch · Premium Launch · Monthly subscriptions</i>	
7. À La Carte Menu.....	16
<i>Branding · Print · Photo & Video · Web · Social · SEO · Events</i>	
8. Add-On Boosters.....	22
9. Build Your Own Package.....	23
10. Funding, Savings & Smart Spending.....	24
11. Engagement Terms & Getting Started.....	25

WHY ATOMM

Hiring a full-time marketing executive in Singapore costs S\$3,500 to S\$5,500 per month once you add CPF, AWS and benefits — and that single hire usually only handles one specialty. They cannot shoot video, design a logo, build a website, run paid ads and manage your community at the same level a team can.

Atomm gives you a full marketing team — strategists, designers, video producers, copywriters and community managers — for a fraction of that cost. You get more capability for less commitment, with no recruitment risk and no headcount overhead.

THE MATH IS SIMPLE

An in-house junior marketing exec: S\$3,500 – S\$5,500/month all-in (one skill, one person, full headcount risk).

Atomm Essential plan: S\$900/month (full team, all skills, no headcount risk).

That is roughly 75% less, with broader capability.

What you get with Atomm

- **Full team access** — strategy, design, video, copy, community, and paid ads under one roof.
- **Predictable monthly cost** — no surprise overtime, no leave coverage gaps, no recruitment fees.
- **Singapore-first execution** — we understand SG audiences, festivals, languages, and platform behaviour.
- **Creative differentiation** — Atomm offers gamified marketing and custom card game design — services most agencies cannot deliver.
- **Promotional pricing** — 50% off the first 2 months on any 6-month subscription.

ONE-TIME LAUNCH PACKAGES

Lump-sum packages for businesses that need to get set up properly — branding, website, basic assets — and will handle marketing themselves afterwards (or layer on a monthly plan later). Pricing inclusive of two rounds of revisions per deliverable. All packages include onboarding intake, project management, and a digital handover kit.

SPARK KIT — S\$800

SPARK KIT S\$800

One-time S\$800 · 2 months of social media handled · launches in 2-3 weeks

- Timeline: launch within 2-3 weeks, then 2 months of social media management included
- Logo design (1 concept, 1 round of revisions)
- Brand colour palette (3 colours) + typography pairing
- 1-page brand snapshot (PDF)
- Half-day photoshoot at your location — 30 high-quality edited photos (products, team, premises, ambience)
- 2 professionally filmed and edited short-form videos (15-30 sec each — Reels / TikTok ready)
- 8 social media posts delivered over 2 months (~1 per week — posters, styled photos, or business showcase)
- Posts scheduled and published on your behalf across Instagram + TikTok (minimum 2 platforms)
- 1 reusable Canva post template (for use after the launch period)
- Social profile setup on Instagram + TikTok (cover + avatar + bio)
- Hashtag starter pack (15 curated hashtags for your niche)
- Onboarding welcome kit
- 7-day post-handover support
- Easy continuation: extend with any monthly plan from S\$500/month

STARTER LAUNCH — S\$1,500

STARTER LAUNCH S\$1,500

One-time S\$1,500 · 1 month of social media handled · launches in 3-4 weeks

- Timeline: launch within 3-4 weeks, then 1 month of social media management included
- Logo design (3 concepts, 2 rounds of revisions)
- Brand colour palette (5 colours) + typography system
- 1-page brand guide (PDF)
- 3-page mobile-optimised website (Home, About, Contact)
- Domain & hosting setup guidance (cost separate)
- Google Business Profile setup & optimisation
- Half-day photoshoot at your location — 40 high-quality edited photos

- 3 professionally filmed and edited short-form videos (15-30 sec each)
- 10 social media posts delivered over 1 month (posters or styled photos)
- Posts scheduled and published across Instagram + TikTok (minimum 2 platforms)
- Social profile assets for Instagram + TikTok (cover + avatar + bio)
- 3 reusable social post templates (Canva editable)
- Email signature design
- Hashtag starter pack (25 curated hashtags)
- Brand voice cheat sheet (1 page)
- Onboarding welcome kit
- 20-day post-launch support
- Easy continuation: extend with any monthly plan from S\$500/month

GROWTH LAUNCH — S\$3,500

GROWTH LAUNCH S\$3,500

One-time S\$3,500 · 1 month SMM · launches in 4-6 weeks

- Timeline: launch within 4-6 weeks, then 1 month of social media management included
- Everything in Starter Launch, scaled up:
- 5-page custom website (adds Services + 1 custom page)
- 2D mascot design (1 character, 2 poses)
- Brand style guide (10 pages — logo usage, colours, type, voice)
- Tagline / slogan suggestions (3 options)
- Business card design + letterhead template
- Photoshoot upgraded to 50 high-quality edited photos
- 5 professionally filmed and edited short-form videos (15-30 sec each)
- 1 long-form brand video (60-90 sec)
- 12 social media posts delivered over 1 month
- Posts published across Instagram + TikTok + Facebook (3 platforms)
- 5 branded social post templates (Canva editable)
- WhatsApp Business profile setup
- Email newsletter template
- Festive content pack (1 SG festival of your choice)
- 20-day post-launch support
- Easy continuation: extend with any monthly plan from S\$500/month

FULL LAUNCH — S\$6,500

FULL LAUNCH S\$6,500

One-time S\$6,500 · 1 month SMM · launches in 6-8 weeks · pick e-commerce OR livestream

- Timeline: launch within 6-8 weeks, then 1 month of social media management included
- Everything in Growth Launch, scaled up:

- 8-page custom website + ONE of: e-commerce setup (Shopify / WooCommerce, up to 30 products) OR livestream studio setup (lighting + multi-scene + overlays + 1 trial run)
- Mascot expanded to 4 poses + emotion variants
- Full-day photoshoot — 70 high-quality edited photos
- 8 professionally filmed and edited short-form videos (15-30 sec each)
- 2 long-form brand videos (60-90 sec each)
- 16 social media posts delivered over 1 month
- Posts published across Instagram + TikTok + Facebook + LinkedIn (4 platforms)
- 10 branded social post templates
- Brand voice & tone document (5 pages)
- Crisis response playbook (template)
- Customer onboarding sequence (3-email welcome series)
- Festive content pack (3 SG festivals)
- 20-day post-launch support
- Easy continuation: extend with any monthly plan from S\$500/month

ENTERPRISE LAUNCH — From S\$12,000

ENTERPRISE LAUNCH From S\$12,000

From S\$12,000 · 3 months SMM included · launches in 8-12 weeks

- Timeline: launch within 8-12 weeks, then 3 months of social media management included
- Everything in Full Launch, scaled up:
- Up to 16-page custom website with CMS
- Full e-commerce setup AND livestream studio setup (no choosing required)
- 10 professionally filmed and edited short-form videos
- 3 long-form brand videos (60-90 sec each)
- Full-day photoshoot — 100+ high-quality edited photos + drone footage option
- 3D mascot evolution (rigged for animation)
- Brand storytelling & narrative document
- Stakeholder positioning workshop (half-day)
- Custom illustration pack (5 brand illustrations)
- Animated 30-second explainer video
- Full social media account setup on 5 platforms (Instagram, TikTok, Facebook, LinkedIn, YouTube Shorts)
- 30 social media posts published over the 3-month managed period (~10 posts/month)
- Monthly performance dashboard during the managed period
- End-of-period handover briefing + content calendar template for self-management
- Festive content pack (full SG calendar)
- 20-day post-launch support
- Priority WhatsApp support channel during the managed period
- Easy continuation: extend with any monthly plan from S\$500/month

INDUSTRY-SPECIFIC PACKAGES

Pre-configured one-time bundles tuned to common Singapore business types. Each is built from our standard à la carte components but priced as a bundle for better value. Pricing assumes a single location/brand — multi-outlet projects quoted separately. All industry packages include 20-day post-launch support and full source files on handover.

F&B / RESTAURANT KICKSTART — S\$2,800

- Logo + brand colour palette + menu design (printable + digital)
- 3-page website with menu, location and reservation link
- Google Business Profile + 5 styled food photos
- 2 short-form food videos (15 sec, suitable for TikTok/Reels)
- Half-day food photography (~20 edited dish shots)
- Festive promo template pack (CNY, Hari Raya, National Day, Christmas)
- QR code table cards / standees design

RETAIL / E-COMMERCE STARTER — S\$3,800

- Logo + brand identity (colours, fonts, voice)
- Shopify or WooCommerce setup (up to 30 products)
- Product photography (~30 edited product shots)
- 3 short-form product videos for social commerce
- Email & SMS marketing setup (Klaviyo or equivalent)
- Abandoned cart sequence (3 emails)
- Google Merchant Centre setup

SERVICE BUSINESS / CLINIC / CONSULTANCY — S\$2,500

- Logo + professional brand identity
- 5-page authority website (Home, About, Services, Case Studies, Contact)
- Booking system integration (Calendly, Cliniko, etc.)
- Headshot photography (up to 5 team members)
- LinkedIn profile optimisation (for the founder)
- Lead magnet design (1 PDF guide / checklist)
- Email newsletter template + first issue

PERSONAL BRAND / FOUNDER PACKAGE — S\$2,200

- Personal logo / wordmark + brand colour palette
- Single-page personal website / link-in-bio site
- LinkedIn full optimisation (banner, headline, About section)
- Headshot photoshoot (half-day, ~20 edited shots)
- 3 long-form thought leadership posts (LinkedIn-ready)
- Speaking-engagement one-pager / media kit
- Personal brand voice document

REAL ESTATE / PROPERTY AGENT — S\$2,600

- Personal agent branding (logo + colours + business card)
- Property listing template pack (10 layouts)
- 3-page agent website with listings page
- WhatsApp Business setup with auto-reply
- 2 short-form property tour video templates
- Half-day photoshoot (agent + 1 property)
- Open house collateral (flyer, signboard, brochure)

EDUCATION / TUITION CENTRE — S\$2,400

- Logo + warm, parent-friendly brand identity
- 4-page website with class schedule and enrolment form
- Google Business Profile + parent review playbook
- Trial-class promo video (30 sec)
- WhatsApp Business setup with auto-reply
- Parent newsletter template (monthly)
- Festive content pack (CNY, exam season, year-end)

EVENT / PRODUCT LAUNCH PACKAGE — S\$3,200 (one-off)

- Event branding (logo, theme, colour story)
- Single-page event website with RSVP / ticketing
- Pre-event social media campaign (10 posts + 2 reels)
- Day-of event photography (4 hours)
- Day-of livestream production (Facebook / YouTube / IG Live)
- Post-event recap reel (60-90 sec)
- Press release + 1-page media kit

MONTHLY MARKETING SUBSCRIPTIONS

This is the heart of Atomm's offering. Subscribe once and we handle ongoing marketing — content, posts, videos, community management, and reporting — so you can focus on running your business.

PROMOTIONAL OFFER

50% off the first 2 months when you commit to a 6-month plan.

Annual prepay: additional 10% off (effectively 4 months free over a 12-month commitment when stacked with the launch promo).

All plans include onboarding intake, monthly performance dashboard, and Slack/WhatsApp client channel.

MINIMUM COMMITMENTS AT A GLANCE

Lite (\$500/month) — 3-month minimum

Essential (\$900/month) — 6-month minimum

Growth (\$1,500/month) — 6-month minimum

Pro (\$2,800/month) — 6-month minimum

Elite (\$4,500/month) — 12-month minimum

After the minimum period, all plans continue month-to-month with 30-day cancellation notice.

LITE — S\$500/month

3-month minimum commitment. Best for solo founders and micro-businesses building consistency.

LITE S\$500/month

3-month minimum · Stay consistent online without lifting a finger

- 8 social media posts/month across Instagram + TikTok (2 platforms)
- 1 short-form video/month (15-30 sec — AI-generated, stock-based, or business showcase)
- Basic content calendar (delivered monthly)
- Community monitoring (replies to comments within 24h)
- Hashtag refresh (quarterly)
- Monthly performance snapshot
- Slack / WhatsApp client channel

ESSENTIAL — S\$900/month ★ MOST POPULAR

6-month minimum commitment. The sweet spot for most SMEs.

ESSENTIAL S\$900/month

6-month minimum · Real content, real engagement, real reporting

- 12 social media posts/month across Instagram + TikTok + 1 of your choice (3 platforms)
- 2 short-form videos/month (15-30 sec each)
- 1 long-form video/month (60-90 sec — AI, real footage, or business showcase)
- Full monthly content calendar with caption writing
- Google Business Profile updates (1× per month)
- Community management (replies within 12 hours)
- Light campaign creative (1 promo per month)
- Festive content automatically slotted in (CNY, Hari Raya, Deepavali, National Day, Christmas)
- Monthly performance dashboard with insights
- Quarterly strategy review call (30 min)
- Slack / WhatsApp client channel

GROWTH — S\$1,500/month

6-month minimum commitment. For SMEs ready to scale visibility and conversions.

GROWTH S\$1,500/month

6-month minimum · Multi-platform, multi-format, with paid campaign support

- Everything in Essential, plus:
- 16 posts/month across Instagram + TikTok + Facebook + LinkedIn (4 platforms)
- 4 short-form videos + 2 long-form videos/month
- WhatsApp / Telegram community management
- Monthly customer broadcasts (newsletters or announcements)
- Paid ad campaign setup & monitoring (ad spend separate, billed at cost)
- Influencer / KOL outreach (up to 2 nano-creators per quarter)
- Competitor watch report (quarterly)
- Brand voice document refresh (annually)
- Bi-monthly strategy call (45 min)

PRO — S\$2,800/month

6-month minimum commitment. For brands serious about marketing as a growth engine.

PRO S\$2,800/month

6-month minimum · Always-on marketing with priority support

- Everything in Growth, plus:
- 20+ posts/month across all major SG platforms (Instagram, TikTok, Facebook, LinkedIn, YouTube Shorts)
- 6 short-form + 3 long-form videos/month
- Monthly campaign creation & optimisation (organic + paid)
- 1 livestream session/month (production + hosting support)
- 1 podcast or interview content piece per quarter

- Quarterly photoshoot (half-day, ~30 shots)
- Bi-weekly strategy calls
- Priority WhatsApp support channel
- AI-powered content drafts (rapid iteration on emerging trends)
- Monthly social listening report

ELITE — S\$4,500/month

12-month minimum commitment. Equivalent to a full marketing department for less than the cost of a single mid-level hire.

ELITE S\$4,500/month

12-month minimum · Your in-house marketing department — outsourced

- Everything in Pro, plus:
- Unlimited posts (within reasonable scope)
- 8 short-form + 4 long-form videos/month
- 2 livestream sessions/month
- Monthly photoshoot (full or half-day, alternating)
- Always-on paid campaign management (Meta, TikTok, Google)
- Influencer / KOL programme management
- PR & media outreach (1 placement per month target)
- Custom monthly creative concept (e.g., gamified campaign, contest, AR filter)
- Weekly strategy calls
- Annual brand strategy retreat (half-day)
- All add-ons at 30% off

ATOMM SIGNATURE — GAMIFIED & CREATIVE MARKETING

Most agencies stop at posts and videos. Atomm offers a deeper layer of creative engagement — turning your brand into something customers actively play with, collect and share. These services are highly distinctive in the Singapore market and create memorable, shareable moments that traditional advertising cannot.

WHY GAMIFIED MARKETING WORKS

People keep things they collect. A poster gets thrown away — a card deck stays on the desk. Game mechanics generate repeat engagement: customers come back to earn, complete, or unlock. Branded games create organic social sharing — players post their decks and progress. It positions your brand as innovative, premium, and culturally relevant.

Branded Card Game Design

- **Custom Trading Card Set** — S\$2,500 (10 cards) / S\$4,500 (25 cards). Fully designed promotional or collectible cards featuring your products, services, or brand mascots. Print-ready and digital versions delivered.
- **Loyalty Card Game** — S\$3,800. A gamified rewards system where customers collect cards through purchases or engagement, redeeming combinations for rewards. Includes game mechanics design, physical card production specs, and tracking system.
- **Custom Brand Card Game (full deck)** — From S\$8,000. A complete playable card game built around your brand — rules, mechanics, art, and packaging. Suitable for corporate gifting, conferences, premium customer rewards, or as a brand publication.

Gamified Campaigns & Loyalty Systems

- **Digital Loyalty Programme** — From S\$3,500. Punch-card or stamp-collection programme delivered via WhatsApp, web app, or mini-app.
- **Branded Mini-Game** — From S\$5,500. Simple browser or social-embedded game (memory match, spin-the-wheel, scratch-and-win) themed to your brand, with leaderboard and prize distribution.
- **Interactive Narrative Campaign** — From S\$4,500. Multi-week storytelling campaign where customers follow a serialised narrative across your social channels, with reveals and rewards.

Creative Design Specialties

- **Custom Illustration Pack** — S\$1,200 (5 illustrations) / S\$2,200 (10 illustrations). Brand-themed illustrations for use on website, presentations, social, and print.
- **Branded Board Game (corporate gift)** — From S\$6,500. Designed and printed branded board game, ideal for premium corporate gifting and brand storytelling.
- **Character Family Design** — From S\$3,000. Multi-character mascot family with consistent style — useful for ongoing campaigns, children's brands, or franchise narratives.
- **Comic Strip Brand Storytelling** — S\$800 per strip. Recurring comic-style content for social — high shareability, low cost per unit.

PODCAST & YOUTUBE PRODUCTION

For brands serious about thought leadership, recurring video content, and building an owned media channel. Podcasting and YouTube are long-term plays that compound — every episode you publish keeps working for you. Atomm offers two clear tiers: a professional setup that gets you on air with great gear, and a fully-branded studio production for brands that want their show to look unmistakably premium from episode one.

IMPORTANT: VENUE NOT INCLUDED

All podcast services require a recording space, which the client provides — typically a quiet office room, meeting room, or dedicated podium space.

Atomm can recommend recording venues in Singapore at cost; venue rental fees are billed separately.

We design and configure equipment around your space; site visit included before quote is finalised.

STANDARD PODCAST LAUNCH — S\$5,500

One-time payment. Get on air with a clean, professional, usable setup. Launches in 4-6 weeks.

STANDARD PODCAST LAUNCH S\$5,500

Get on air with professional gear and a clean look

- Timeline: 4-6 weeks from kick-off to first published episode
- Channel concept development (audience, format, episode arc — 1-page strategy doc)
- YouTube channel setup + Spotify for Podcasters + Apple Podcasts setup + RSS distribution
- Equipment specification & procurement assistance — good-quality dynamic mics (up to 3), audio mixer, recording laptop config, basic lighting
- Equipment installation at client venue + 1 technical training session for the host(s)
- Basic visual identity for the show (logo, simple intro/outro card, 1 thumbnail template)
- 2 episodes professionally edited (audio mixing + video cuts, up to 90 min each)
- 5 thumbnail designs (template-based, host-customisable)
- Distribution setup across YouTube, Spotify, Apple Podcasts
- Episode SEO basics (titles, descriptions, tags) for first 5 episodes
- 1-month post-launch technical support
- Equipment costs separate (transparent procurement, no markup)

PREMIUM PODCAST LAUNCH — S\$13,500

One-time payment. Studio-grade visual production with full physical and digital branding. Launches in 8-10 weeks.

PREMIUM PODCAST LAUNCH S\$13,500

A fully-branded show that looks like it belongs on Netflix

- Timeline: 8-10 weeks from kick-off to first published episode
- Everything in Standard Podcast Launch, scaled up:
- Premium equipment specification — broadcast-grade mics (up to 4), professional mixer, multi-camera setup with 4K cameras, professional lighting kit, acoustic treatment recommendations
- Full visual brand identity for the show (logo, colour palette, typography, mood board)
- Animated intro + outro (5-10 sec each, professionally produced)
- Animated lower thirds + on-screen graphics package (for guests, chapters, key quotes)
- Custom-designed thumbnail per episode (10 episodes included)
- Printed and physical branding — banner backdrop, branded table runner, name plates, branded mic flags
- Set design consultation (layout, colour scheme, lighting plan, branding placement)
- 4 episodes professionally edited with B-roll cuts, motion graphics, and chapter markers
- Promotional photography session of the host(s) and the set (~30 edited shots)
- Show bible / brand book (8 pages — voice, format, episode rituals)
- Premium licensed intro/outro music (royalty-free, commercial use)
- Social media clip pack — 5 short-form clips per episode for the first 4 episodes (20 clips total)
- Dedicated launch campaign across IG + TikTok + LinkedIn
- 3-month post-launch technical and creative support
- Equipment costs separate (transparent procurement, no markup)

Monthly Podcast Production Subscriptions

After launch, keep your show running without the operational headache. 3-month minimum on Standard, 6-month minimum on Premium.

Podcast Production — Standard • S\$1,800/month

- Up to 4 episodes/month edited (audio + video, up to 90 min each)
- Basic thumbnail per episode (template-based)
- Distribution to YouTube, Spotify, Apple Podcasts
- Episode SEO (titles, descriptions, tags, chapter markers)
- Monthly performance snapshot
- Slack / WhatsApp client channel

Podcast Production — Premium • S\$3,800/month

- Up to 4 episodes/month with premium edit (B-roll, motion graphics, chapter markers)
- Custom-designed thumbnail per episode
- 5 short-form social clips per episode (20 clips/month)
- Animated graphics overlay + lower thirds applied per episode
- Full transcription per episode
- Show notes writing (publish-ready) per episode
- Cross-promotion to client's other social channels
- Podcast SEO optimisation (keyword research, competitor benchmarking)
- Monthly performance dashboard with insights

- Quarterly content strategy review (1-hour call)
- Priority WhatsApp support channel

À LA CARTE MENU

All services available individually. Pricing assumes standard scope — complex projects quoted on enquiry.

Branding & Identity

Service	Description	Price (SGD)
Logo design	3 concepts, 2 rounds of revisions, full file formats delivered	S\$400 - S\$800
Logo refresh	Updating an existing logo, retaining brand equity	S\$300
Brand colour palette	5 colours with usage guide	S\$200
Brand style guide	10-page comprehensive brand bible	S\$700 - S\$1,200
Brand voice document	Tone, messaging pillars, do/don't examples	S\$450
Brand naming	Up to 10 name options with trademark scan	S\$1,500
Tagline / slogan creation	5 options with rationale	S\$350
Mascot design (2D)	1 character, 2 poses	S\$800 - S\$1,500
Mascot expansion pack	Additional poses + emotion variants	S\$400 per pack
Custom typography pairing	Heading + body font system	S\$150
Letterhead + email signature	Bundle	S\$200
Business card design	Single or double-sided	S\$120

Print & Marketing Collateral

Service	Description	Price (SGD)
Single poster / EDM	Static or animated	S\$80 - S\$150
Brochure / pamphlet	Tri-fold or bi-fold, design only	S\$300 - S\$600
Menu design (F&B)	Print + digital, up to 4 pages	S\$400
Packaging design	Single SKU, dieline included	S\$600 - S\$1,500
Banner / standee	Single piece	S\$200

Service	Description	Price (SGD)
design		
Vehicle wrap design	Full or half wrap	S\$500 – S\$1,200
Signage / shopfront design	Concept and production-ready files	S\$400 – S\$1,000
Marketing presentation deck	Up to 15 slides (sales decks, conferences, training)	S\$800 – S\$1,500
Annual report design	Up to 30 pages	S\$2,500
Newsletter / EDM design	Single issue	S\$200
Lead magnet design	PDF guide / checklist / ebook (up to 10 pages)	S\$450
Infographic	Single, fully designed	S\$300
Tradeshow booth graphics	Backdrop + collateral set	S\$1,500

Photography & Video

Service	Description	Price (SGD)
Half-day photoshoot	~30 edited shots	S\$1,200
Full-day photoshoot	~60 edited shots	S\$2,000
Product photography	Per 10 SKUs, white background	S\$400
Headshot session	Up to 5 team members, 2 looks each	S\$800
Drone footage / aerial	Half-day, edited reel included	S\$1,500
Short-form video (15-30 sec)	AI, stock, or live-action	S\$300 – S\$500
Long-form video (60-90 sec)	Brand or explainer	S\$1,200 – S\$2,500
Animated explainer (30 sec)	2D motion graphics	S\$1,800
AI-generated video	Synthesia / HeyGen-style avatar video	S\$200 – S\$500
Voiceover & narration	English, Mandarin, or Malay	S\$200
Subtitles / closed captions	Per 5 minutes of footage	S\$100
Live event coverage (4	Photo + highlight reel	S\$1,500

Service	Description	Price (SGD)
hr)		
Livestream production	Single session (multi-camera)	S\$1,500 – S\$3,000
Podcast episode edit	Audio + video, up to 90 min, basic edit	S\$400
Podcast episode edit (premium)	B-roll, motion graphics, chapter markers	S\$700
Custom podcast thumbnail	Per episode, fully designed	S\$80
Podcast short-form clips	5 clips extracted from one episode	S\$200
Podcast transcription	Per hour of audio	S\$100
Podcast equipment installation	Single-session site visit + setup	S\$400
Podcast concept workshop	Half-day strategy session	S\$600
Premium intro/outro animation	5-10 sec branded animation	S\$1,200

Web & Digital

Service	Description	Price (SGD)
Landing page (single)	Conversion-focused, 1 page	S\$500
3-page basic website	Mobile-optimised	S\$1,000
5-page SME website	Mobile-optimised + CMS	S\$2,000
8-page custom website	Full custom design + CMS	S\$3,500
E-commerce store setup	Shopify / WooCommerce, up to 30 products	S\$2,000 – S\$4,000
E-commerce + livestream combo	Full setup with live shopping	S\$3,500 – S\$5,500
Website maintenance	Monthly retainer	S\$80 – S\$200/month
Google Business Profile setup	Setup + first-month optimisation	S\$300

Service	Description	Price (SGD)
WhatsApp Business setup	Profile, catalog, auto-reply	S\$250
Chatbot / FAQ bot setup	Single channel, up to 30 intents	S\$800
Email marketing setup	Klaviyo / Mailchimp + first sequence	S\$600
Sales funnel design	Awareness → conversion mapped	S\$1,200
Simple mobile / web app (MVP)	Single-feature, scope-dependent	S\$5,000 – S\$15,000

Social Media & Content

Service	Description	Price (SGD)
Social post pack (5 graphics)	Posters or styled photo composites	S\$250
Social post pack (10 graphics)	Larger pack, better unit price	S\$450
LinkedIn carousel design	Up to 10 slides	S\$200
Animated GIF / motion post	Single	S\$150
TikTok / Reels content pack	5 short videos	S\$1,200
Festive content pack	Per festival (CNY, Hari Raya, etc.)	S\$350
Hashtag & trend research	Niche-specific report	S\$200
Caption writing pack	30 captions for the month	S\$200
Blog / article writing	Per 800-word post, SEO-optimised	S\$200
Whitepaper writing	Per 5-page paper	S\$1,200
Press release writing	With distribution guidance	S\$400
Translation (EN/CN/MY)	Per 500 words	S\$80

SEO, Ads & Discovery

Service	Description	Price (SGD)
SEO basics audit	On-page + technical, single domain	S\$500
Keyword research report	Niche-specific, 50 keywords	S\$300
SEO monthly retainer	Light ongoing optimisation	S\$600/month
Google Ads setup	Account + first campaign (ad spend separate)	S\$500
Meta Ads setup	Account + first campaign (ad spend separate)	S\$500
Ad creative pack	5 ad variations (image + copy)	S\$400
Competitor analysis report	Top 5 competitors, full breakdown	S\$700
Reviews management setup	Google + Facebook reviews playbook	S\$300

Events & Activations

Service	Description	Price (SGD)
Event branding kit	Logo, colour, theme, collateral templates	S\$1,200
Event website (single page)	RSVP / ticketing integration	S\$800
Influencer / KOL matchmaking	Per 3-creator shortlist with outreach	S\$600
Webinar setup & hosting	Per session, including landing page	S\$800
Activation / pop-up creative	Concept + on-site collateral	S\$2,500
AR Instagram filter	Single filter	S\$1,200

ADD-ON BOOSTERS

Drop-in extras that complement any one-time package or monthly subscription. Designed to keep your brand fresh and your marketing relevant without committing to a higher tier.

Booster	What's included	Price (SGD)
Festive Content Pack	Themed posts, banners, and mini-promo for one SG festival (CNY, Hari Raya, Deepavali, National Day, Christmas, Mid-Autumn). Includes 5 graphics + 1 video.	S\$350 each
Festive Calendar Bundle	All 6 major SG festivals, pre-scheduled and pre-designed (saves 25%).	S\$1,600/year
Brand Health Check	Annual review: brand consistency, visual audit, voice audit, recommendations.	S\$400
Competitor Watch Report	Quarterly intel report on 5 competitors.	S\$700/quarter
Crisis Response Playbook	Templated, customised crisis communication framework.	S\$450
Monthly Performance Dashboard	Custom analytics dashboard (one-time setup).	S\$500
Social Listening Report	Monthly sentiment and mention tracking.	S\$300/month
AI Content Drafts	100 AI-generated post drafts customised to your brand voice.	S\$250
Priority WhatsApp Channel	Dedicated channel with same-day response SLA.	S\$200/month
Quarterly Strategy Review	1-hour deep-dive strategy call with senior strategist.	S\$300/quarter
Customer Survey Setup	Designed survey + analysis report.	S\$400
Email Welcome Sequence	5-email automated onboarding flow.	S\$600
Onboarding Welcome Kit	Branded PDF welcome pack for new customers.	S\$300
Trend Inspiration Report	Quarterly cultural / industry trend report.	S\$350/quarter
Content Calendar Template	12-month editorial calendar tailored to your industry.	S\$350

Booster	What's included	Price (SGD)
Influencer Vetting Service	Per influencer audit (audience authenticity, fit, engagement quality).	S\$150 each

BUILD YOUR OWN PACKAGE

If none of the standard tiers fit, build your own. Mix and match any à la carte services or starting points and we will assemble a custom proposal — usually within 48 hours.

How it works

- **Step 1** — Tell us your goals, budget, and timeline.
- **Step 2** — Pick the services you want from this menu (or describe what you need — we will translate).
- **Step 3** — We send a custom proposal with bundled pricing, scope, and timeline.
- **Step 4** — Sign, pay deposit (50% upfront for one-time projects, monthly billing for retainers), and we kick off.

Volume & Bundle Discounts

- **Pick 3+ à la carte services** — automatic 10% bundle discount.
- **Pick 5+ à la carte services** — automatic 15% bundle discount.
- **Annual prepay (any subscription)** — additional 10% off.
- **Multi-brand / multi-outlet clients** — 20% off the second brand and beyond.

Sample Custom Builds

"I need ongoing socials but also a one-time mascot"

Essential subscription S\$900/month + Mascot design S\$1,200 = bundled at S\$1,950 first month + S\$900/month thereafter.

"I want a complete launch plus 3 months of marketing"

Growth Launch S\$3,500 + 3-month Lite subscription at 50% off (first 2 months) = S\$3,500 + S\$250 + S\$250 + S\$500 = S\$4,500 total.

"Build me a card game-led product launch"

Custom Trading Card Set (10 cards) S\$2,500 + Half-day photoshoot S\$1,200 + Event branding S\$1,200 + 1-month Essential S\$900 = bundled at approximately S\$5,400 (saves ~10%).

FUNDING, SAVINGS & SMART SPENDING

Productivity Solutions Grant (PSG)

Singapore SMEs may be eligible for up to 50% government funding on qualifying digital marketing services through the IMDA Productivity Solutions Grant. Eligibility depends on solution type and pre-approved vendor status. We can advise on whether your project qualifies and connect you to pre-approved partners where applicable.

Atommm Savings Stack

- **Launch Promo** — 50% off first 2 months on any 6-month subscription.
- **Annual Prepay** — Additional 10% off for paying upfront.
- **Bundle Discount** — Up to 15% off when combining multiple à la carte services.
- **Multi-Brand Discount** — 20% off for additional brands or outlets under same client.
- **Referral Programme** — Refer a paying client, get 1 month free on your subscription (or S\$500 credit on one-time work).

Cost Comparison

Below: typical 12-month cost for a small Singapore business needing ongoing marketing.

Option	Annual Cost	What you get
In-house junior marketer	S\$54,000 – S\$72,000	1 person, 1 skill (typically social only). Plus CPF, AWS, leave coverage, recruitment risk.
Mid-market agency	S\$60,000 – S\$144,000	Strong capability, but priced for established brands.
Atommm Essential (annual)	S\$10,800	Full team, all skills, no headcount risk.
Atommm Pro (annual)	S\$33,600	Always-on marketing with bi-weekly strategy calls.
Atommm Elite (annual)	S\$54,000	Full marketing department, equivalent to 1 mid-level hire — but with 6+ specialists behind it.

ENGAGEMENT TERMS & GETTING STARTED

Payment Terms

- One-time projects: 50% deposit on signing, 50% on delivery.
- Monthly subscriptions: invoiced monthly in advance, payment due within 7 days.
- Annual prepay: invoiced once on signing.
- Ad spend (where applicable): billed at cost, separately, with no markup unless campaign management fee is specified.

Minimum Commitments

- Lite plan: 3-month minimum.
- Essential, Growth, Pro: 6-month minimum.
- Elite: 12-month minimum.
- Standard Podcast Production Monthly: 3-month minimum.
- Premium Podcast Production Monthly: 6-month minimum.
- After the minimum period, all plans continue month-to-month with 30-day cancellation notice.
- One-time projects: no recurring commitment.

Post-Launch Support Standard

- Spark Kit: 7 days of post-handover support included.
- Starter, Growth, Full, Enterprise Launch and Industry-Specific Packages: 20 days of post-launch support included.
- Post-launch support covers minor tweaks, technical questions, and clarifications. Not for new design work or scope expansion.
- Support window starts on final delivery date.
- After the support window ends, ongoing assistance is available via à la carte rates or any monthly subscription.

Revisions Policy

- All deliverables include 2 rounds of revisions.
- Additional revisions billed at \$80 per round (for design) or \$150 per round (for video).
- Major scope changes treated as new work.

Intellectual Property

- On full payment, all final deliverables transfer to the client.
- Atomm retains the right to display work in portfolio and marketing materials unless explicitly waived.
- Source files (Figma, Photoshop, etc.) included by default.

Confidentiality & Data

- All client information held under strict confidentiality.
- Optional NDA available on request before any commercial discussion.
- Full PDPA compliance for all customer data handled on behalf of clients.

READY TO START?

Email: hello@atommgroup.com • Web: atommgroup.com

Schedule a free 30-minute strategy call to discuss the right fit for your business.

Mention this menu and receive a complimentary brand health check (worth S\$400) on any one-time package signed in the first 14 days.