

Company	Corsiva Lab Pte Ltd
Digital Solution Name & Version Number¹	Corsiva Lab Digital Marketing Packages - Search Engine and Social Media Marketing & Photography/Videography [3 Months Package]
Appointment Period	28 October 2021 to 27 October 2022
Extended Appointment Period²	28 October 2022 to 27 October 2023

Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis					
Search Engine Marketing - Understanding Client's Business Model, Target Audience & Budget - Research on Keyword's Price Range, Search Volume & Competitiveness - Identifying Potential Existing Landing Pages for SEM Campaign					
AND		Per Report	1.00		
Social Media Marketing - Understanding Client's Business Model, Brand Guidelines, Target Audience & Budget - Analysing Client's Current Social Media Presence (Facebook & Instagram) Presence - Gathering Client's Social Media Marketing (Facebook & Instagram) Objectives - Competitor Analysis					
Digital Marketing Strategy Development					
Search Engine Marketing - Digital Marketing Objectives - Target Audience & Persona - Proposed Keywords Ranking Strategy - Work Process Plan (Engagement Plan)					
AND		Per Report	1.00		
Social Media Marketing - Digital Marketing Objectives - Target Audience & Persona - Creative Inspirations - Tone of Voice for Captions - Objectives & Content Plan for Social Media Marketing - Timeline & Sample Mock Up of Social Media Postings - Work Process Plan (Engagement Plan)					
Digital Marketing Campaigns					
Search Engine Marketing Accounts Set Up: - Google AdWords Account - Google Analytics Account - Event Tracking & Goal Creation - Creation & Integration of Google Tag Manager - Google Search Console Installation					
SEM Campaign Set Up for 3 Months Campaign: - Creation of Campaign, Ad Group & Ad Copy - Up to 3 Ad Groups - Up to 2 Ad Copies / Ad Group - Campaign Budget Allocation		Per Month	3.00		
SEM Campaign Optimization for 3 Months Campaign: - Regular Optimization of SEM Campaigns - Keywords Performance Analysis for all Ad Groups - Budget Optimization for all Campaigns - Re-structuring Ad Copies					
AND (continued below)					

<p>Social Media Marketing 3 Months Social Media Marketing (Facebook & Instagram) Campaign Set Up of Facebook Business Manager & Instagram Business Page 8x Organic Postings / Month: - Monthly Content Calendar for Posting Schedules Up to 5x Paid Campaigns across 3 Months: - Creation of Campaign, Ad Set & Ad Copy - Identifying SMM Campaign Objectives - Creation of Target Audience & Bidding Strategy - Drafting of Campaign Captions & Graphic Artwork</p> <p>KPI/ROAS: - SEM: 3% - 5% CTR for Search Ads & 1% - 3% CTR for Display Ads (Estimated ROAS calculation to be provided upon Project Onboarding) - SMM: 30% to 80% Increase in Social Media Reach (Estimated ROAS calculation to be provided upon Project Onboarding)</p> <p>Digital Assets Creation</p> <p>Search Engine Marketing - Creation of 1 Informative Landing Page for SEM Campaigns (Inclusive of Copywriting)</p> <p>AND</p> <p>Social Media Marketing Photo Taking, Video Taking & Post Production Editing: - 40 Photos & Up to 1 Minute Video</p> <p>OR</p> <p>Photo Taking & Post Production Editing: - 80 Photos</p> <p>Digital Assets Creation</p> <p>Social Media Marketing - 5x Graphical Artwork Design (Image Based) for Paid Campaigns</p> <p>Review and Recommendations</p> <p>Search Engine Marketing Monthly Campaign Report: - SEM Monthly Paid Campaign Conversion Report - Website Data Analytics Report - Recommendations Report</p> <p>AND</p> <p>Social Media Marketing Monthly Campaign Report: - SMM Organic Postings Report - SMM Monthly Paid Campaign Conversion Report - Recommendations Report</p> <p>Final Project Report</p> <p>4) Training Handover Checklist Documentation</p> <p>5) Others Not Applicable</p>	<p>Per Month</p> <p>Per Digital Asset</p> <p>Per Artwork Design</p> <p>Per Report</p> <p>Per Report</p> <p>Per Report</p>	<p>3.00</p> <p>1.00</p> <p>5.00</p> <p>3.00</p> <p>1.00</p> <p>1.00</p>	<p>Total</p>	<p>\$ 6,600.00</p>	<p>\$ 6,600.00</p>
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¹ A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

² As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period")

* Qualifying cost refers to the supportable cost to be co-funded under the grant