

<b>Company</b>	Corsiva Lab Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	Corsiva Lab Digital Marketing Packages - Search Engine Optimization (20 Keywords) & Social Media Advertising [6 Months Package]
<b>Appointment Period</b>	28 October 2021 to 27 October 2022
<b>Extended Appointment Period<sup>2</sup></b>	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 Optimisation - Current Keywords Ranking Analysis - Current Website Optimisation Analysis - Competitor Ranking Analysis  AND  Social Media Advertising - 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 Optimisation - Digital Marketing Objectives - Target Audience & Persona - Proposed Keywords Ranking Strategy - Work Process Plan (Engagement Plan)  AND  Social Media Advertising - Digital Marketing Objectives - Target Audience & Persona - Creative Inspirations - Tone of Voice for Captions - Objectives & Campaign Plan for Social Media Advertising - Work Process Plan (Engagement Plan)  Digital Marketing Campaigns  Search Engine Optimisation 6 Months SEO Campaign for 20 Keywords (Google Singapore): - On Page SEO Structural Report (Inclusive of implementation) - Google Analytics Installation - Google Search Console Installation - Robots.txt and XML Sitemap Optimisation - HTTPS Correction - HTTP Status Optimisation (301,302,404) - WWW Resolve Optimisation - On Page SEO Content Report (Inclusive of implementation) - Meta Title Optimisation - Meta Description Optimisation - Meta Keywords Optimisation - Headings Optimisation - Copyediting of Existing Website Content to Include Keywords - URL Optimisation - Text/HTML Ratio Optimisation - Image Alt Optimisation - Onsite Linking Optimisation - Off Page SEO Optimization  AND (continued below)		Per Report	1.00		
		Per Report	1.00		
		Per Month	6.00		

<p>Social Media Advertising</p> <ul style="list-style-type: none"> <li>- 6 Months Social Media Advertising (Facebook &amp; Instagram) Campaign</li> <li>- Set Up of Facebook Business Manager &amp; Instagram Business Page</li> <li>- Up to 10x Paid Campaigns across 6 Months:</li> <li>- Creation of Campaign, Ad Set &amp; Ad Copy</li> <li>- Identifying SMA Campaign Objectives</li> <li>- Creation of Target Audience &amp; Bidding Strategy</li> <li>- Drafting of Campaign Captions &amp; Graphic Artwork</li> </ul> <p>KPI/ROAS:</p> <ul style="list-style-type: none"> <li>- SEO: 30% of Keywords to Rank on Page 1 (Estimated ROAS calculation to be provided upon Project Onboarding)</li> <li>- SMA: 30% to 80% Increase in Social Media Reach (Estimated ROAS calculation to be provided upon Project Onboarding)</li> </ul> <p>Digital Assets Creation</p> <p>Search Engine Optimisation</p> <ul style="list-style-type: none"> <li>- Creation of Search Engine Friendly Blog Articles (10x)</li> <li>- Up to 1000 Words / Blog Article</li> </ul> <p>AND</p> <p>Social Media Advertising</p> <ul style="list-style-type: none"> <li>- 10x Graphical Artwork Design (Image Based) for Paid Campaigns</li> <li>- Up to 2 Rounds of Changes / Artwork</li> </ul> <p>Review and Recommendations</p> <p>Search Engine Optimisation Monthly Campaign Report:</p> <ul style="list-style-type: none"> <li>- SEO Monthly Growth Report for 20 Keywords</li> <li>- Website Data Analytics Report</li> <li>- Recommendations Report</li> </ul> <p>AND</p> <p>Social Media Advertising Monthly Campaign Report:</p> <ul style="list-style-type: none"> <li>- SMA Monthly Paid Campaign Conversion Report</li> <li>- Recommendations Report</li> </ul> <p>Final Project Report</p>	Per Month	6.00		
4) Training Handover Checklist Documentation	Per Digital Asset	1.00		
5) Others Not Applicable	Per Report	6.00		
	Per Report	1.00		
	Per Report	1.00		
<b>Total</b>			\$ 9,000.00	\$ 9,000.00

<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

<sup>2</sup> 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