Company	Corsiva Lab Pte Ltd
Digital Solution Name & Version Number[1]	DM Corsiva Lab Digital Marketing Packages - Social Media Marketing & Photography/Videography [6 Months Package]
Appointment Period	28 October 2021 to 27 October 2022
Extended Appointment Period[2]	28 October 2022 to 27 October 2023

wef 25 November 2021

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 Social Media Marketing - Understanding Client's Business Model, Brand Guidelines, Target Audience & Budget - Analysing Client's Current Social Media Marketing (Facebook & Instagram) Presence - Gathering Client's Social Media Marketing (Facebook & Instagram) Objectives & Competitor Analysis		Per Report	1.00		

Digital Marketing Strategy Development
 	
SMM (Facebook & Instagram) Strategy Report:
- 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)
  - Highlighting Key Campaign Milestones
  - Expected Client's Involvement
  - Conflict Management Framework
		Per Report	1.00		

Digital Marketing Campaigns
 	
6 Months Social Media Marketing (Facebook & Instagram) Campaign
 	
Facebook Campaign
- Set Up of Facebook Business Manager
- 8x Organic Postings / Month:
  - Monthly Content Calendar for Posting Schedules
- Up to 10x Paid Campaigns across 6 Months:
  - Creation of Campaign, Ad Set & Ad Copy
  - Identifying SMM Campaign Objectives
  - Creation of Target Audience & Bidding Strategy
  - Drafting of Campaign Captions & Graphic Artwork
 	
AND (continued below)
		Per Month	6.00		

Instagram Campaign
- Set Up of Instagram Business Page
- 8x Organic Postings / Month:
  - Monthly Content Calendar for Posting Schedules
- Up to 10x Paid Campaigns across 6 Months:
  - Creation of Campaign, Ad Set & Ad Copy
  - Identifying SMM Campaign Objectives
  - Creation of Target Audience & Bidding Strategy
  - Drafting of Campaign Captions & Graphic Artwork
 	
KPI/ROAS:
- 30% to 80% Increase in Social Media Reach
(Estimated ROAS calculation to be provided upon Project Onboarding)
		Per Month	6.00		

Digital Assets Creation Photo Taking, Video Taking & Post Production Editing: - 40 Photos & Up to 1 Minute Video OR Photo Taking & Post Production Editing: - 80 Photos		Per Production Shoot	1.00		
Digital Assets Creation 10x Graphical Artwork Design (Image Based) for Paid Campaigns - Up to 2 Rounds of Changes / Artwork		Per Artwork Design	10.00		
Review and Recommendations Monthly Campaign Report: - SMM Organic Postings Report - SMM Monthly Paid Campaign Conversion Report - Recommendations Report		Per Report	6.00		
Final Project Report		Per Report	1.00		
4) Training Handover Checklist Documentation		Per Report	1.00		
5) Others Not Applicable					
		Total	$ 9,600.00		$ 9,600.00

[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