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| <b>Company</b>  | Corsiva Lab Pte Ltd   |
| <b>Digital Solution Name &amp; Version Number<sup>1</sup></b> | DM Corsiva Lab Digital Marketing Packages - Search Engine and Social Media Marketing & Photography/Videography [3 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  |

wef 25 November 2021

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

| Cost Item   | Unit Cost (\$) | Unit       | Quantity | Subtotal (\$) | Qualifying Cost * (\$) |
|---|----------------|------------|----------|---------------|------------------------|
| 1) Software<br>Not Applicable   |                | NA         | 1.00     |               |                        |
| 2) Hardware<br>Not Applicable   |                |            |          |               |                        |
| 3) Professional Services<br>Digital Marketing Needs Analysis  |                |            |          |               |                        |
| Search Engine Marketing<br>- Understanding Client's Business Model, Target Audience & Budget<br>- Research on Keyword's Price Range, Search Volume & Competitiveness<br>- Identifying Potential Existing Landing Pages for SEM Campaign   |                |            |          |               |                        |
| AND   |                | Per Report | 1.00     |               |                        |
| Social Media Marketing<br>- Understanding Client's Business Model, Brand Guidelines, Target Audience & Budget<br>- Analysing Client's Current Social Media Presence (Facebook & Instagram) Presence<br>- Gathering Client's Social Media Marketing (Facebook & Instagram) Objectives<br>- Competitor Analysis |                |            |          |               |                        |
| Digital Marketing Strategy Development  |                |            |          |               |                        |
| Search Engine Marketing<br>- Digital Marketing Objectives<br>- Target Audience & Persona<br>- Proposed Keywords Ranking Strategy<br>- Work Process Plan (Engagement Plan)   |                |            |          |               |                        |
| AND   |                | Per Report | 1.00     |               |                        |
| Social Media Marketing<br>- Digital Marketing Objectives<br>- Target Audience & Persona<br>- Creative Inspirations<br>- Tone of Voice for Captions<br>- Objectives & Content Plan for Social Media Marketing<br>- Timeline & Sample Mock Up of Social Media Postings<br>- Work Process Plan (Engagement Plan) |                |            |          |               |                        |

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| <p>Digital Marketing Campaigns</p> <p>Search Engine Marketing<br/>Accounts Set Up:<br/>- Google AdWords Account<br/>- Google Analytics Account<br/>- Event Tracking &amp; Goal Creation<br/>- Creation &amp; Integration of Google Tag Manager<br/>- Google Search Console Installation</p> <p>SEM Campaign Set Up for 3 Months Campaign:<br/>- Creation of Campaign, Ad Group &amp; Ad Copy<br/>- Up to 3 Ad Groups<br/>- Up to 2 Ad Copies / Ad Group<br/>- Campaign Budget Allocation</p> <p>SEM Campaign Optimization for 3 Months Campaign:<br/>- Regular Optimization of SEM Campaigns<br/>- Keywords Performance Analysis for all Ad Groups<br/>- Budget Optimization for all Campaigns<br/>- Re-structuring Ad Copies</p> <p>AND (continued below)</p> <p>Social Media Marketing<br/>3 Months Social Media Marketing (Facebook &amp; Instagram) Campaign<br/>Set Up of Facebook Business Manager &amp; Instagram Business Page<br/>8x Organic Postings / Month:<br/>- Monthly Content Calendar for Posting Schedules<br/>Up to 5x Paid Campaigns across 3 Months:<br/>- Creation of Campaign, Ad Set &amp; Ad Copy<br/>- Identifying SMM Campaign Objectives<br/>- Creation of Target Audience &amp; Bidding Strategy<br/>- Drafting of Campaign Captions &amp; Graphic Artwork</p> <p>KPI/ROAS:<br/>- SEM: 3% - 5% CTR for Search Ads &amp; 1% - 3% CTR for Display Ads (Estimated ROAS calculation to be provided upon Project Onboarding)<br/>- 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<br/>- Creation of 1 Informative Landing Page for SEM Campaigns (Inclusive of Copywriting)</p> <p>AND</p> <p>Social Media Marketing<br/>Photo Taking, Video Taking &amp; Post Production Editing:<br/>- 40 Photos &amp; Up to 1 Minute Video</p> <p>OR</p> <p>Photo Taking &amp; Post Production Editing:<br/>- 80 Photos</p> <p>Digital Assets Creation</p> <p>Social Media Marketing<br/>- 5x Graphical Artwork Design (Image Based) for Paid Campaigns</p> | <p>Per Month</p> <p>Per Month</p> <p>Per Digital Asset</p> <p>Per Artwork Design</p> | <p>3.00</p> <p>3.00</p> <p>1.00</p> <p>5.00</p> |  |  |  |
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|--|--|------------|------|--------------------|--------------------|
| Review and Recommendations   |  |            |      |                    |                    |
| Search Engine Marketing Monthly Campaign Report:<br>- SEM Monthly Paid Campaign Conversion Report<br>- Website Data Analytics Report<br>- Recommendations Report |  | Per Report | 3.00 |                    |                    |
| AND  |  |            |      |                    |                    |
| Social Media Marketing Monthly Campaign Report:<br>- SMM Organic Postings Report<br>- SMM Monthly Paid Campaign Conversion Report<br>- Recommendations Report    |  |            |      |                    |                    |
| Final Project Report   |  | Per Report | 1.00 |                    |                    |
| 4) Training<br>Handover Checklist Documentation  |  | Per Report | 1.00 |                    |                    |
| 5) Others<br>Not Applicable  |  |            |      |                    |                    |
| <b>Total</b>   |  |            |      | <b>\$ 6,600.00</b> | <b>\$ 6,600.00</b> |

<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