

Company	Corsiva Lab Pte Ltd
Digital Solution Name & Version Number¹	DM Corsiva Lab Digital Marketing Packages - Search Engine Optimization (10 Keywords) & Social Media Advertising [3 Months Package]
Appointment Period	28 October 2021 to 27 October 2022
Extended Appointment Period²	28 October 2022 to 27 October 2023

wef. 09 March 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		Per Report	1.00		
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)		Per Report	1.00		

<p>Digital Marketing Campaigns</p> <p>Search Engine Optimisation 3 Months SEO Campaign for 10 Keywords (Google Singapore):</p> <ul style="list-style-type: none"> - On Page SEO Structural Report (Inclusive of implementation) <ul style="list-style-type: none"> - 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) <ul style="list-style-type: none"> - Meta Title Optimisation - Meta Description Optimisation - Meta Keywords Optimisation - Headings Optimisation - Copyediting of Existing Website Content to Include Keywords <ul style="list-style-type: none"> - URL Optimisation - Text/HTML Ratio Optimisation - Image Alt Optimisation - Onsite Linking Optimisation - Technical Audit Report <ul style="list-style-type: none"> - Implementation of technical recommendations to achieve higher optimisation scores for Desktop & Mobile (*Best effort) - Off Page SEO Optimization <p>SEO KPI/ROAS:</p> <ul style="list-style-type: none"> - SEO: 30% of Keywords to Rank on Page 1 (Applicable for 6 months campaign period). ROAS: 1.2x - 5x (Depending on client's industry, marketing objectives, products/services & media buy budget) <p>AND (continued below)</p> <p>Social Media Advertising</p> <ul style="list-style-type: none"> - 3 Months Social Media Advertising (Facebook & Instagram) Campaign - Set Up of Facebook Business Manager & Instagram Business Page - Between 1x to 5x Paid Campaigns across 3 Months: - Creation of Campaign, Ad Set & Ad Copy - Identifying SMA Campaign Objectives - Creation of Target Audience & Bidding Strategy - Drafting of Campaign Captions & Graphic Artwork <p>KPI/ROAS:</p> <ul style="list-style-type: none"> - SMA: 30% to 80% Increase in Social Media Reach. ROAS: 1.2x - 5x (Depending on client's industry, marketing objectives, products/services & media buy budget) <p>*The official start date for the 3 months campaign period will be 3 weeks from the project onboarding date.</p> <p>Digital Assets Creation</p> <p>Search Engine Optimisation</p> <ul style="list-style-type: none"> - Creation of Search Engine Friendly Blog Articles (3x) - Between 500 to 1000 Words / Blog Article <p>AND</p> <p>Social Media Advertising</p> <ul style="list-style-type: none"> - Between 1x to 5x Graphical Artwork Design & Copy (Image Based) for Paid Campaigns - 2 Rounds of Changes / Artwork 	<p>Per Month</p> <p>Per Month</p> <p>Per Month</p> <p>Per Digital Asset</p>	<p>3.00</p> <p>3.00</p> <p>3.00</p> <p>1.00</p>			
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Review and Recommendations					
Search Engine Optimisation Monthly Campaign Report:					
- SEO Monthly Growth Report for 10 Keywords					
- Website Data Analytics Report					
- Recommendations Report	Per Report	3.00			
AND					
Social Media Advertising Monthly Campaign Report:					
- SMA Monthly Paid Campaign Conversion Report					
- Recommendations Report					
Final Project Report	Per Report	1.00			
4) Training					
Handover Checklist Documentation	Per Report	1.00			
5) Others					
Not Applicable					
Total			\$ 7,800.00	\$ 7,800.00	

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