

<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 Marketing and Social Media Marketing [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. 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 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)					

<p>Digital Marketing Campaigns</p> <p>Search Engine Marketing Accounts Set Up: - Google AdWords Account - Google Analytics Account - Event Tracking &amp; Goal Creation - Creation &amp; Integration of Google Tag Manager - Google Search Console Installation</p> <p>SEM Search &amp; Display Campaign Set Up for 3 Months Campaign: - Creation of Search &amp; Display Campaign, Ad Group &amp; Ad Copy - Up to 3 Ad Groups - Campaign Budget Allocation</p> <p>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</p> <p>KPI/ROAS: - SEM: 3% - 5% CTR for Search Ads &amp; 1% - 3% CTR for Display Ads. ROAS: 1.2x - 5x (Depending on client's industry, marketing objectives, products/services &amp; media buy budget)</p> <p>AND (continued below)</p>		Per Month	3.00		
<p>Social Media Marketing 3 Months Social Media Marketing (Facebook &amp; Instagram) Campaign Set Up of Facebook Business Manager &amp; Instagram Business Page 18x Organic Postings across 3 Months: - Monthly Content Calendar for Posting Schedules Between 1x to 5x Paid Campaigns across 3 Months: - Creation of Campaign, Ad Set &amp; Ad Copy - Identifying SMM Campaign Objectives - Creation of Target Audience &amp; Bidding Strategy - Drafting of Campaign Captions &amp; Graphic Artwork</p> <p>KPI/ROAS: - SMM: 30% to 80% Increase in Social Media Reach. ROAS: 1.2x - 5x (Depending on client's industry, marketing objectives, products/services &amp; media buy budget)</p> <p>*The official start date for the 3 months campaign period will be 3 weeks from the project onboarding date.</p>		Per Month	3.00		
<p>Digital Assets Creation</p> <p>Search Engine Marketing - Creation of 1 Theme Based Informative Landing Page for SEM Campaigns (Inclusive of Copywriting)</p> <p>AND</p> <p>Social Media Marketing - Between 1x to 5x Graphical Artwork Design (Image Based) for Paid Campaigns - 18x Graphical Artwork Design (Image Based) for Organic Postings - 2 Rounds of Changes / Artwork</p>		Per Digital Asset	1.00		

Review and Recommendations					
Search Engine Marketing Monthly Campaign Report: - SEM Monthly Paid Campaign Conversion Report - Website Data Analytics Report - Recommendations Report		Per Report	3.00		
AND					
Social Media Marketing Monthly Campaign Report: - SMM Organic Postings Report - SMM 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					
<b>Total</b>				\$ 8,400.00	\$ 8,400.00

<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