

Company	Corsiva Lab Pte Ltd
Digital Solution Name & Version Number¹	DM Corsiva Lab Digital Marketing Packages - Social Media Marketing & Photography [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					
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					
3 Months Social Media Marketing (Facebook & Instagram) Campaign					
Facebook Campaign - Set Up of Facebook Business Manager - 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 & Ad Copy - Identifying SMM Campaign Objectives - Creation of Target Audience & Bidding Strategy - Drafting of Campaign Captions & Graphic Artwork		Per Month	3.00		
AND (continued below)					

<p>Instagram Campaign</p> <ul style="list-style-type: none"> - Set Up of Instagram Business Page - 18x Organic Postings across 3 Months: <ul style="list-style-type: none"> - Monthly Content Calendar for Posting Schedules - Between 1x to 5x Paid Campaigns across 3 Months: <ul style="list-style-type: none"> - Creation of Campaign, Ad Set & Ad Copy - Identifying SMM Campaign Objectives - Creation of Target Audience & Bidding Strategy - Drafting of Campaign Captions & Graphic Artwork <p>KPI/ROAS: - 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> <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>Photo Taking & Post Production Editing:</p> <ul style="list-style-type: none"> - Between 10 to 40 Branded Photos <p>*Talents & Location is not included *Limited to 1 round of production shoot *Limited to 1 location for production shoot</p> <p>Between 1x to 5x Graphical Artwork Design (Image Based) for Paid Campaigns</p> <ul style="list-style-type: none"> - 2 Rounds of Changes / Artwork <p>18x Graphical Artwork Design (Image Based) for Organic Postings</p> <ul style="list-style-type: none"> - 2 Rounds of Changes / Artwork <p>Review and Recommendations</p> <p>Monthly Campaign Report:</p> <ul style="list-style-type: none"> - SMM Organic Postings Report - SMM Monthly Paid Campaign Conversion Report - Recommendations Report <p>Final Project Report</p> <p>4) Training Handover Checklist Documentation</p> <p>5) Others Not Applicable</p>					
	Per Month	3.00			
	Per Artwork Design	1.00			
	Per Report	3.00			
	Per Report	1.00			
	Per Report	1.00			
	Total			\$ 9,300.00	\$ 9,300.00

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