

Company	Corsiva Lab Pte. Ltd.
Digital Solution Name & Version Number¹	DM Corsiva Lab Digital Marketing Packages - Package 2 - SEM + SMM [3 Months]
Appointment Period	08 February 2024 to 07 February 2025
Extended Appointment Period²	08 February 2025 to 07 February 2026

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		NA	1.00		
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					
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)		Per Report	1.00		

<p>Digital Marketing Campaigns</p> <p>Search Engine Marketing Accounts Set Up: - Google AdWords Account - Google Analytics Account - Event Tracking & Goal Creation - Creation & Integration of Google Tag Manager - Google Search Console Installation SEM Search or Display Campaign Set Up for 3 Months Campaign: - Creation of Search or Display Campaign, Ad Group & Ad Copy - Up to 3 Ad Groups - Campaign Budget Allocation 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 or 1% - 3% CTR for Display Ads. ROAS: 1.2x - 5x (Depending on client's industry, marketing objectives, products/ services & media buy budget)</p>	Per Month	3.00			
<p>AND (continued below)</p> <p>Social Media Marketing 3 Months Social Media Marketing (Facebook & Instagram) Campaign Set Up of Facebook Business Manager & 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 & Ad Copy - Identifying SMM Campaign Objectives - Creation of Target Audience & Bidding Strategy - Drafting of Campaign Captions & 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 & media buy budget)</p>	Per Month	3.00			
<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 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					
Total				\$ 8,400.00	\$ 8,400.00

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