Company	Corsiva Lab Pte Ltd			
Dinital Calutian Name & Vancian Number 1	DM Corsiva Lab Digital Marketing Packages - Search Engine Optimization (20 Keywor			
Digital Solution Name & Version Number <sup>1</sup>	& Social Media Advertising [6 Months Package]			
Appointment Period	28 October 2021 to 27 October 2022			
Extended Appointment Period <sup>2</sup>	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 * (\$)
	Software Not Applicable Hardware		NA	1.00		
3)	Not Applicable  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		

Digital Marketing Campaigns	1	l		11	I
Search Engine Optimisation 6 Months SEO Campaign for 20 Keywords (Google Singapore): - On Page SEO Structural Report (Inclusive of implementation) - 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) - Meta Title Optimisation - Meta Description Optimisation - Meta Keywords Optimisation - Headings Optimisation - Copyediting of Existing Website Content to Include Keywords - URL Optimisation - Text/HTML Ratio Optimisation - Image Alt Optimisation - Onsite Linking Optimisation - Off Page SEO Optimization		Per Month	6.00		
Social Media Advertising - 6 Months Social Media Advertising (Facebook & Instagram) Campaign - Set Up of Facebook Business Manager & Instagram Business Page - Up to 10x Paid Campaigns across 6 Months: - Creation of Campaign, Ad Set & Ad Copy - Identifying SMA Campaign Objectives - Creation of Target Audience & Bidding Strategy - Drafting of Campaign Captions & Graphic Artwork  KPI/ROAS: - SEO: 30% of Keywords to Rank on Page 1 (Estimated ROAS calculation to be provided upon Project Onboarding) - SMA: 30% to 80% Increase in Social Media Reach (Estimated ROAS calculation to be provided upon Project Onboarding)		Per Month	6.00		
Digital Assets Creation  Search Engine Optimisation - Creation of Search Engine Friendly Blog Articles (10x) - Up to 1000 Words / Blog Article  AND  Social Media Advertising - 10x Graphical Artwork Design (Image Based) for Paid Campaigns - Up to 2 Rounds of Changes / Artwork		Per Digital Asset	1.00		
Review and Recommendations  Search Engine Optimisation Monthly Campaign Report: - SEO Monthly Growth Report for 20 Keywords - Website Data Analytics Report - Recommendations Report  AND  Social Media Advertising Monthly Campaign Report: - SMA Monthly Paid Campaign Conversion Report - Recommendations Report		Per Report	6.00		

	Final Project Report	Per Report	1.00		
4)	Training Handover Checklist Documentation	Per Report	1.00		
5)	Others Not Applicable				
		\$ 9,000.00	\$ 9,000.00		

<sup>&</sup>lt;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")

<sup>\*</sup> Qualifying cost refers to the supportable cost to be co-funded under the grant