Company	Corsiva Lab Pte. Ltd.
Digital Solution Name & Version Number <sup>1</sup>	DM Corsiva Lab Digital Marketing Packages - Package 2 - SEM + SMM [3 Months]
Appointment Period	08 February 2024 to 07 February 2025
Extended Appointment Period <sup>2</sup>	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		

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Digital Marketing Campaigns						
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		Per Month	3.00			
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)						
AND (continued below)						
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  KPI/ROAS: - SMM: 30% to 80% Increase in Social Media		Per Month	3.00			
Reach. ROAS: 1.2x - 5x (Depending on client's industry, marketing objectives, products/services & media buy budget)  *The official start date for the 3 months campaign						
period will be 3 weeks from the project onboarding date.						
Digital Assets Creation						
Search Engine Marketing - Creation of 1 Theme Based Informative Landing Page for SEM Campaigns (Inclusive of Copywriting)						
AND		Per Digital Asset	1.00			
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		Vaser				
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Review	and Recommendations								
Search	n Engine Marketing Monthly Campaign Report:								
- Webs	Monthly Paid Campaign Conversion Report site Data Analytics Report mmendations Report		Per Report	3.00					
AND									
- SMM - SMM	Media Marketing Monthly Campaign Report: Organic Postings Report Monthly Paid Campaign Conversion Report mmendations Report								
Final P	Project Report		Per Report	1.00					
4) Trainin Hando	g ver Checklist Documentation		Per Report	1.00					
5) Others Not Ap	plicable								
				Total	\$ 8,400.00	1 [	5	8,400.0	0

<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") \* Qualifying cost refers to the supportable cost to be co-funded under the grant