

<b>Company</b>	Corsiva Lab Pte. Ltd.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Corsiva Lab Digital Marketing Packages - Package 5 - SMM & Photography [3 Months]
<b>Appointment Period</b>	08 February 2024 to 07 February 2025
<b>Extended Appointment Period<sup>2</sup></b>	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					
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)					

Instagram Campaign - Set Up of 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: - 30% to 80% Increase in Social Media 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  Photo Taking & Post Production Editing: - Between 10 to 40 Branded Photos *Talents & Location is not included *Limited to 1 round of production shoot *Limited to 1 location for production shoot  Between 1x to 5x Graphical Artwork Design (Image Based) for Paid Campaigns - 2 Rounds of Changes / Artwork  18x Graphical Artwork Design (Image Based) for Organic Postings - 2 Rounds of Changes / Artwork  Review and Recommendations  Monthly Campaign Report: - SMM Organic Postings Report - SMM Monthly Paid Campaign Conversion Report - Recommendations Report  Final Project Report	Per Month	3.00		
	Per Artwork Design	1.00		
	Per Report	3.00		
	Per Report	1.00		
	Per Report	1.00		
4) Training Handover Checklist Documentation				
5) Others Not Applicable				
<b>Total</b>			<b>\$ 9,300.00</b>	<b>\$ 9,300.00</b>

<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