Company	Corsiva Lab Pte. Ltd.
I Digital Solution Name & Version Number:	DM Corsiva Lab Digital Marketing Packages - Package 1 - SEO (10 Keywords) +
	SMA [3 Months]
Appointment Period	08 February 2024 to 07 February 2025
Extended Appointment Period ²	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 Optimisation - Current Keywords Ranking Analysis - Current Website Optimisation Analysis - Competitor Ranking Analysis					
	AND		Per Report	1.00		
	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		ге периг	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		Per Report	1.00		
	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)					

Digital Marketing Campaigns					
Search Engine Optimisation					
3 Months SEO Campaign for 10 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)		0.00			
- Meta Title Optimisation	Per Month	3.00			
- 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 - Technical Audit Report					
- Implementation of technical recommendations to					
achieve higher optimisation scores for Desktop &					
Mobile (*Best effort)					
- Off Page SEO Optimization					
SEO KPI/ROAS:					
- SEO: 30% of Keywords to Rank on Page 1					
(Applicable for 6 months campaign period). ROAS:					
1.2x - 5x (Depending on client's industry, marketing	Per Month	1.00			
objectives, products/services & media buy budget)					
AND (continued below)					
Social Media Advertising					
- 3 Months Social Media Advertising (Facebook & Instagram) Campaign					
- Set Up of Facebook Business Manager &					
Instagram Business Page					
- Between 1x to 5x Paid Campaigns across 3					
Months:					
- Creation of Campaign, Ad Set & Ad Copy - Identifying SMA Campaign Objectives					
- Creation of Target Audience & Bidding Strategy					
- Drafting of Campaign Captions & Graphic Artwork	Per Month	3.00			
KPI/ROAS:					
- SMA: 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 Assats Creation					
Digital Assets Creation					
Search Engine Optimisation					
- Creation of Search Engine Friendly Blog Articles					
(3x) Potygon 500 to 1000 Words / Plag Article					
- Between 500 to 1000 Words / Blog Article	Per Digital	1.00			
AND	Asset				
Social Media Advertising					
- Between 1x to 5x Graphical Artwork Design & Copy (Image Based) for Paid Campaigns					
- 2 Rounds of Changes / Artwork					
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Review and Recommendations						
Search Engine Optimisation Monthly Campaign Report: - SEO Monthly Growth Report for 10 Keywords - Website Data Analytics Report - Recommendations Report	Per R	Report	3.00			
AND						
Social Media Advertising Monthly Campaign Report: - SMA Monthly Paid Campaign Conversion Report - Recommendations Report						
Final Project Report	Per R	Report	1.00			
Training Handover Checklist Documentation	Per R	Report	1.00			
5) Others Not Applicable						
			Total	\$ 7,80	00.00	\$ 7,800.00

¹A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999 ²As 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