| Company | Corsiva Lab Pte. Ltd. |
|---|---|
| Digital Solution Name & Version Number[1] | 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<br>Not Applicable | | NA | 1.00 | | |
| 2) Hardware<br>Not Applicable | | NA | 1.00 | | |
| 3) Professional Services<br>Digital Marketing Needs Analysis<br><br>Search Engine Optimisation<br>- Current Keywords Ranking Analysis<br>- Current Website Optimisation Analysis<br>- Competitor Ranking Analysis<br><br>AND<br><br>Social Media Advertising<br>- Understanding Client's Business Model, Brand Guidelines, Target Audience & Budget<br>- Analysing Client's Current Social Media Presence (Facebook & Instagram) Presence<br>- Gathering Client's Social Media Marketing (Facebook & Instagram) Objectives<br>- Competitor Analysis | | Per Report | 1.00 | | |
| Digital Marketing Strategy Development<br><br>Search Engine Optimisation<br>- Digital Marketing Objectives<br>- Target Audience & Persona<br>- Proposed Keywords Ranking Strategy<br>- Work Process Plan (Engagement Plan)<br><br>AND<br><br>Social Media Advertising<br>- Digital Marketing Objectives<br>- Target Audience & Persona<br>- Creative Inspirations<br>- Tone of Voice for Captions<br>- Objectives & Campaign Plan for Social Media Advertising<br>- Work Process Plan (Engagement Plan) | | Per Report | 1.00 | | |

| Description | Unit | Qty |
|---|---|---|
| Digital Marketing Campaigns<br><br>Search Engine Optimisation<br>3 Months SEO Campaign for 10 Keywords (Google Singapore):<br>- On Page SEO Structural Report (Inclusive of implementation)<br>- Google Analytics Installation<br>- Google Search Console Installation<br>- Robots.txt and XML Sitemap Optimisation<br>- HTTPS Correction<br>- HTTP Status Optimisation (301,302,404)<br>- WWW Resolve Optimisation<br>- On Page SEO Content Report (Inclusive of implementation)<br>- Meta Title Optimisation<br>- Meta Description Optimisation<br>- Meta Keywords Optimisation<br>- Headings Optimisation<br>- Copyediting of Existing Website Content to Include Keywords<br>- URL Optimisation<br>- Text/HTML Ratio Optimisation<br>- Image Alt Optimisation<br>- Onsite Linking Optimisation<br>- Technical Audit Report<br>- Implementation of technical recommendations to achieve higher optimisation scores for Desktop & Mobile (*Best effort)<br>- Off Page SEO Optimization | Per Month | 3.00 |
| SEO KPI/ROAS:<br>- 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 objectives, products/services & media buy budget)<br><br>AND (continued below) | Per Month | 1.00 |
| Social Media Advertising<br>- 3 Months Social Media Advertising (Facebook & Instagram) Campaign<br>- Set Up of Facebook Business Manager & Instagram Business Page<br>- Between 1x to 5x Paid Campaigns across 3 Months:<br>- Creation of Campaign, Ad Set & Ad Copy<br>- Identifying SMA Campaign Objectives<br>- Creation of Target Audience & Bidding Strategy<br>- Drafting of Campaign Captions & Graphic Artwork | Per Month | 3.00 |
| KPI/ROAS:<br>- 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)<br><br>*The official start date for the 3 months campaign period will be 3 weeks from the project onboarding date.<br><br>Digital Assets Creation<br><br>Search Engine Optimisation<br>- Creation of Search Engine Friendly Blog Articles (3x)<br>- Between 500 to 1000 Words / Blog Article<br><br>AND<br><br>Social Media Advertising<br>- Between 1x to 5x Graphical Artwork Design & Copy (Image Based) for Paid Campaigns<br>- 2 Rounds of Changes / Artwork | Per Digital Asset | 1.00 |

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|---|---|---|---|---|---|---|---|---|
| | Review and Recommendations | | | | | | | |
| | Search Engine Optimisation Monthly Campaign Report:<br>- SEO Monthly Growth Report for 10 Keywords<br>- Website Data Analytics Report<br>- Recommendations Report | | Per Report | 3.00 | | | | |
| | AND | | | | | | | |
| | Social Media Advertising Monthly Campaign Report:<br>- SMA Monthly Paid Campaign Conversion Report<br>- Recommendations Report | | | | | | | |
| | Final Project Report | | Per Report | 1.00 | | | | |
| 4) | Training<br>Handover Checklist Documentation | | Per Report | 1.00 | | | | |
| 5) | Others<br>Not Applicable | | | | | | | |
| | | | **Total** | | $ | 7,800.00 | $ | 7,800.00 |

[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