

Company	Corsiva Lab Pte. Ltd.
Digital Solution Name & Version Number¹	DM Corsiva Lab Digital Marketing Packages - Package 5 - SMM & Photography [3 Months]
Appointment Period	08 February 2024 to 07 February 2025
Extended Appointment Period²	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)					

<p>Instagram Campaign</p> <ul style="list-style-type: none"> - 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 <p>KPI/ROAS:</p> <ul style="list-style-type: none"> - 30% to 80% Increase in Social Media Reach. <p>ROAS: 1.2x - 5x (Depending on client's industry, marketing objectives, products/services & media buy budget)</p> <p>*The official start date for the 3 months campaign period will be 3 weeks from the project onboarding date.</p>	Per Month	3.00		
<p>Digital Assets Creation</p> <p>Photo Taking & Post Production Editing:</p> <ul style="list-style-type: none"> - 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 <p>Between 1x to 5x Graphical Artwork Design (Image Based) for Paid Campaigns</p> <ul style="list-style-type: none"> - 2 Rounds of Changes / Artwork <p>18x Graphical Artwork Design (Image Based) for Organic Postings</p> <ul style="list-style-type: none"> - 2 Rounds of Changes / Artwork 	Per Artwork Design	1.00		
<p>Review and Recommendations</p> <p>Monthly Campaign Report:</p> <ul style="list-style-type: none"> - SMM Organic Postings Report - SMM Monthly Paid Campaign Conversion Report - Recommendations Report 	Per Report	3.00		
<p>Final Project Report</p>	Per Report	1.00		
<p>4) Training</p>				
<p>Handover Checklist Documentation</p>	Per Report	1.00		
<p>5) Others</p>				
<p>Not Applicable</p>				
Total			\$ 9,300.00	\$ 9,300.00

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