

Digi-TAC Solution Package Schedule for Approved Vendor

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Solution Package Name & Version Number [1]	Corsiva Lab – Search Engine Marketing & Social Media Advertising Package (3 Months) Package A1
Brief Description of Solution Package (100 words maximum)	Corsiva Lab helps businesses drive awareness, traffic & higher sales on their website with our Digital Marketing Packages. This package offers a 3 months campaign period for Search Engine Marketing & Social Media Advertising.
Eligibility Period	17 October 2022 to 16 October 2023
Renewal of Eligibility Period [2]	17 October 2023 to 16 October 2024

Standard Solution Package (i.e. minimum items to be purchased)

Item Description	Unit Cost (\$)	Unit	Quantity	Subtotal Price (\$)
1. Software	NA	NA	NA	NA
2. Hardware	NA	NA	NA	NA
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 Social Media Advertising	\$2,400	Per Month	3	\$7,200

<ul style="list-style-type: none"> - 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 Ranking Analysis <p>Digital Marketing Strategy Development</p> <p>Search Engine Marketing</p> <ul style="list-style-type: none"> - Digital Marketing Objectives - Target Audience & Persona - Keywords Bidding Strategy - Assignment of Recommended Keywords & Budget to Bidding Strategy - Work Process Plan (Engagement Plan) <p>Social Media Advertising</p> <ul style="list-style-type: none"> - 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) <p>Digital Marketing Campaigns</p> <p>Search Engine Marketing</p> <p>Accounts Set Up:</p> <ul style="list-style-type: none"> - Google AdWords Account - Google Analytics Account <ul style="list-style-type: none"> - Event Tracking & Goal Creation - Creation & Integration of Google Tag Manager <ul style="list-style-type: none"> - Google Search Console Installation <p>SEM Campaign Set Up for 3 Months Campaign (Search & Display Ads):</p> <ul style="list-style-type: none"> - Creation of Campaign, Ad Group & Ad Copy 				
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<p>SEM Campaign Optimization for 3 Months Campaign:</p> <ul style="list-style-type: none"> - Regular Optimization of SEM Campaigns - Keywords Performance Analysis for all Ad Groups - Budget Optimization for all Campaigns - Re-structuring Ad Copies <p>Social Media Advertising</p> <ul style="list-style-type: none"> - 3 Months Social Media Advertising (Facebook & Instagram) Campaign - Set Up of Facebook Business Manager & Instagram Business Page - Up 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 <p>*Campaign start date will commence 3 weeks from Project Onboarding</p> <p>Digital Assets Creation</p> <p>Search Engine Marketing</p> <ul style="list-style-type: none"> - Creation of 1 Informative Theme Based Landing Page for SEM Campaigns (Inclusive of Copywriting) <p>Social Media Advertising</p> <ul style="list-style-type: none"> - 5x Graphical Artwork Design & Copy (Image Based) for Paid Campaigns - Up to 2 Rounds of Changes / Artwork <p>Reviews & Recommendations</p> <p>Search Engine Marketing</p> <ul style="list-style-type: none"> - SEM Monthly Paid Campaign Conversion Report - Website Data Analytics Report 				
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- Recommendations Report - Final Project Report Social Media Advertising - SMA Monthly Paid Campaign Conversion Report - Recommendations Report				
4. Training - Handover Checklist Upon Project Completion	Inclusive	Per Training Session	1	Inclusive
5. Others	NA	NA	NA	NA
			Total (S\$) :	\$7,200

[1] A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.999

[2] SGTech may exercise the option to extend the Eligibility Period for an additional one-year ("Renewal Eligibility Period")

All prices excluding GST.