

Digi-TAC Solution Package Schedule for Approved Vendor

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Solution Package Name & Version Number [1]	Corsiva Lab – 10 Keywords Search Engine Optimization & Social Media Advertising Package (3 Months) Package A3
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 Optimisation & 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 Optimization - Current Keywords Ranking Analysis - Current Website Optimisation Analysis - Competitor Ranking Analysis Social Media Advertising - Understanding Client's Business Model, Brand Guidelines, Target Audience & Budget	\$2,600	Per Month	3	\$7,800

<ul style="list-style-type: none"> - 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 Optimization</p> <ul style="list-style-type: none"> - Digital Marketing Objectives - Target Audience & Persona - Proposed Keywords Ranking 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 Optimization</p> <p>3 Months SEO Campaign for 10 Keywords (Google Singapore):</p> <ul style="list-style-type: none"> - On Page SEO Structural Report (Inclusive of implementation) <ul style="list-style-type: none"> - Google Analytics Installation - Google Search Console Installation - Robots.txt and XML Sitemap Optimisation - HTTPS Correction - HTTP Status Optimisation (301,302,404) <ul style="list-style-type: none"> - WWW Resolve Optimisation - On Page SEO Content Report (Inclusive of implementation) <ul style="list-style-type: none"> - Meta Title Optimisation - Meta Description Optimisation - Meta Keywords Optimisation 				
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<ul style="list-style-type: none"> - Headings Optimisation - Copyediting of Existing Website Content to Include Keywords - URL Optimisation - Text/HTML Ratio Optimisation - Image Alt Optimisation - Onsite Linking Optimisation - Off Page SEO Optimization <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 Optimization</p> <ul style="list-style-type: none"> - Creation of Search Engine Friendly Blog Articles or Infographics (3x) - Up to 1000 Words / Blog Article - Up to 6 sections / Infographic <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 Optimization</p> <ul style="list-style-type: none"> - SEO Monthly Growth Report for 10 Keywords - Website Data Analytics Report - Recommendations Report 				
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- 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\$) :	\$7,800

[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.