

Digi-TAC Solution Package Schedule for Approved Vendor

Company & UEN	Corsiva Lab Pte Ltd UEN 201701817K
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Solution Package Name & Version Number [1]	Corsiva Lab – Social Media Marketing & Photography Package (3 Months) Package A4
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 Social Media Marketing & includes Photography as well.
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 - 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 Ranking Analysis	\$2,600	Per Month	3	\$7,800

<p>Digital Marketing Strategy Development</p> <ul style="list-style-type: none"> - 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) <ul style="list-style-type: none"> - Highlighting Key Campaign Milestones - Expected Client's Involvement - Conflict Management <p>Framework</p> <p>Digital Marketing Campaigns</p> <p>Facebook Campaign</p> <p>Set Up of Facebook Business Manager</p> <p>6x Organic Postings / Month:</p> <ul style="list-style-type: none"> - Monthly Content Calendar for Posting Schedules <p>Up to 5x Paid Campaigns across 3 Months:</p> <ul style="list-style-type: none"> - Creation of Campaign, Ad Set & Ad Copy - Identifying SMM Campaign Objectives - Creation of Target Audience & Bidding Strategy - Drafting of Campaign Captions & Graphic Artwork <p>Instagram Campaign</p> <p>Set Up of Instagram Business Page</p> <p>6x Organic Postings / Month:</p> <ul style="list-style-type: none"> - Monthly Content Calendar for Posting Schedules <p>Up to 5x Paid Campaigns across 3 Months:</p> <ul style="list-style-type: none"> - Creation of Campaign, Ad Set & Ad Copy - Identifying SMM Campaign Objectives - Creation of Target Audience & Bidding Strategy - Drafting of Campaign Captions & Graphic Artwork 				
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<p>*Campaign start date will commence 3 weeks from Project Onboarding</p> <p>Digital Assets Creation Photo Taking & Post Production Editing: - Up to 40 Photos *Talents, Location & Props are not provided *1 session of photoshoot</p> <p>- 5x Graphical Artwork Design (Image Based) for Paid Campaigns - 18x Graphical Artwork Design (Image Based) for Organic Postings - Up to 2 Rounds of Changes / Artwork</p> <p>Reviews & Recommendations - SMM Organic Postings Report - SMM Monthly Paid Campaign Conversion Report - Recommendations Report - Final Project Report</p>				
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.