

<b>Parking.brussels : Budget communication 2023 (ESTIMATION)</b>	
<b>SITE WEB</b>	
Licences, hosting, maintenance	20000
SEO analyse	2500
Copy/rédaction du site	5000
Enquête de satisfaction en ligne	3500
<b>STYLEGUIDES ONLINE, PRINT, OUTDOOR</b>	
Push marketing (online, campagnes offline, signalisation)	500000
Pull marketing	50000
Graphisme	150000
Impression	80000
Photographie + audiovisuel	15000
Événements (planning, goodies, supports,...)	15000
<b>COMMUNICATION INTERNE</b>	
Entretien application d'entreprise	30000
Intranet, tools, consult, hands-on, teambuilding, project-management)	180000
<b>TOTAL</b>	<b>1051000</b>

<b>Parking.brussels: communicatiebudget 2023 (RAMING)</b>	
<b>WEBSITE</b>	
Licenties, hosting, onderhoud	20000
SEO-analyse	2500
Copywriting/redactie van de website	5000
Online tevredenheidsonderzoek	3500
<b>STIJLGIDSEN ONLINE, PRINT, OUTDOOR</b>	
Push marketing (online, offline campagnes, signalisatie)	500000
Pull marketing	50000
Grafische vormgeving	150000
Drukwerk	80000
Foto's + audiovisueel	15000
Evenementen (planning, goodies, dragers, ...)	15000
<b>INTERNE COMMUNICATIE</b>	
Onderhoud bedrijfsapp	30000
Intranet, tools, consult, hands-on, teambuilding, projectmanagement	180000
<b>TOTAAL</b>	<b>1051000</b>