

Marketing support for local business

VICTORIA'S

BIG BUILD

Fact Sheet
January 2024

Victoria's Big Build is delivering three major road projects in the north-east: North East Link, delivering 6.5 kilometre tunnels from Watsonia to Bulleen, and major upgrades to the M80 Ring Road and the Eastern Freeway.

We are offering a digital toolkit to help traders located along the project corridor expand their online presence.

The toolkit is geared to help businesses continue engaging with local customers and promote to any nearby construction workforce.



What's on offer in the digital toolkit?

Professional digital imagery to help your business stand out

We have partnered with Melbourne Business Photography (MBP) to offer a package for traders who are highly impacted by construction. MBP will work with you to provide professional visual media that you can use any way you want.

What's included

- 10 still images
- Three reel-style videos (optimised for social media, 15 second maximum).



To take up this offer
Scan the QR code or visit
melbournebusinessphotography.com.au/nelp and complete the online form.

Business mentoring and digital marketing coaching

We partner with organisations that can provide guidance and support to help your business build resilience and continue to grow. You can access expert advice in digital marketing, business development, finance and other business disciplines.

To find out more about the mentoring and coaching services that are available, please email business@northeastlink.vic.gov.au



northeastlink.vic.gov.au

1800 105 105 (call anytime)

business@northeastlink.vic.gov.au



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