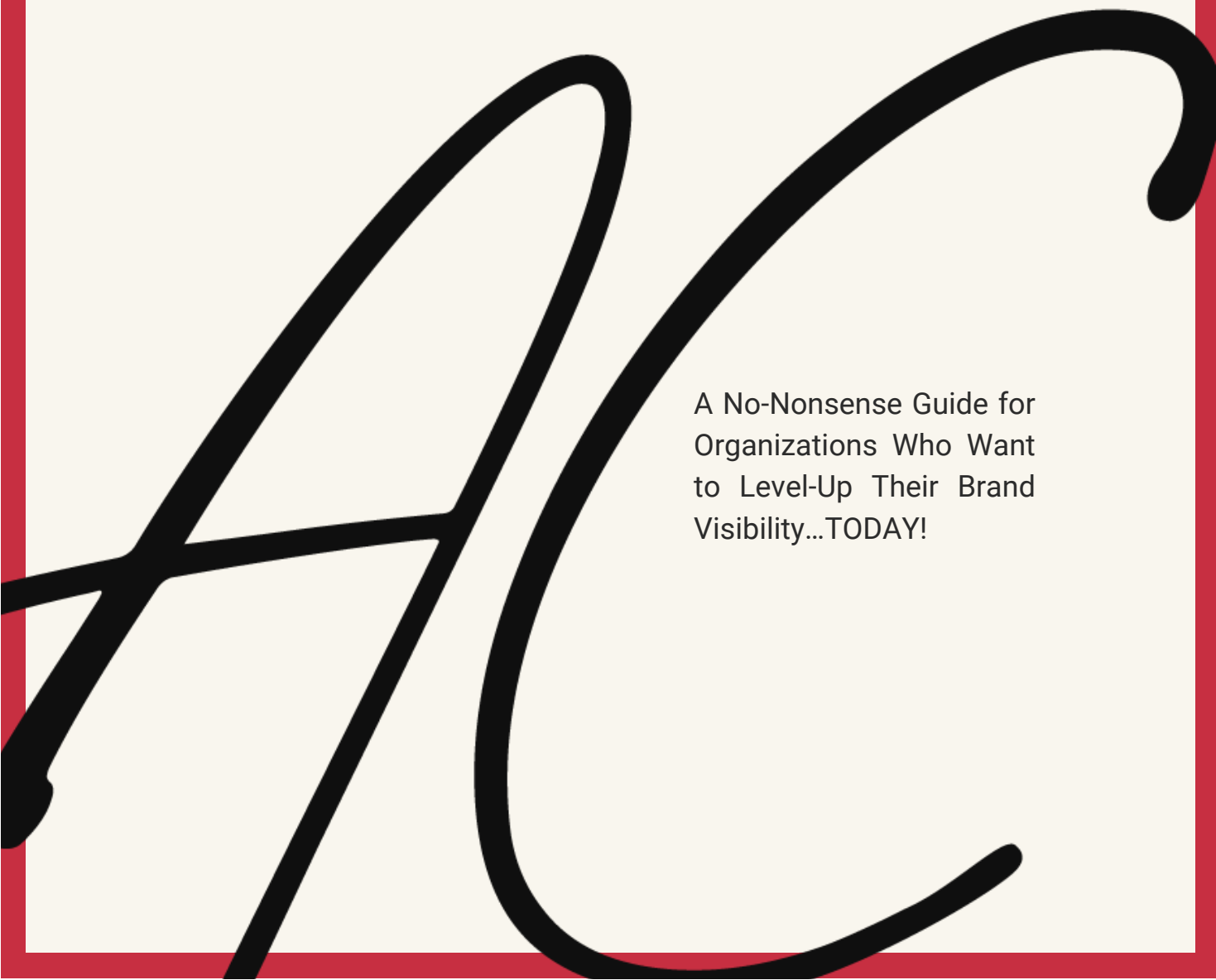


By Andrea Carter

Checklist

5 POWER MOVES TO MAKE YOUR BRAND UNFORGETTABLE



A No-Nonsense Guide for
Organizations Who Want
to Level-Up Their Brand
Visibility...TODAY!



1st

Move

**CREATE BUZZWORTHY
MOMENTS**

Give your target audiences and the world a reason to talk about you. Plan creative campaigns, host unexpected events, develop stories that tap into timely conversations, and level-up your thought leadership game through articles, social media posts, industry conferences, and more.



2nd

Move

**GET THE RIGHT PEOPLE
TALKING ABOUT YOU**

Visibility is about who's amplifying your message. Appeal to local and industry influencers, community leaders, whoever you can to spread the word. Whether through partnerships, strategic social media engagement, or just damn good content, make sure people with clout are taking notice. Bonus points if you get them in your corner.



3rd

Move

**SHOW UP WHERE
IT COUNTS**

Your audience isn't just at your events—so why are you only showing up for your own stuff? Be seen at industry events, networking mixers, and more. When people consistently see you, they remember you, then they remember your organization's brand.



4th

Move

**BUILD RELATIONSHIPS, NOT
JUST A FOLLOWER COUNT**

Your brand's visibility isn't about vanity metrics; it's about real influence. Focus on meaningful connections with stakeholders, media contacts, industry influencers, and even elected officials who will advocate for you.



5th Move

**TRUST THE EXPERTS
—OR STAY INVISIBLE**


If your Marketing & Communications team (or fractional consultant—like me!) is telling you what needs to happen, listen. Playing it safe won't get you seen. Smart, strategic risks will.



WANT THIS DONE FOR YOU?

*I've had success turning "best-kept secrets" into power players. **If your organization is ready to stop being overlooked, let's talk. Book a strategy call today!***

I specialize in fractional leadership solutions that help organizations craft bold, effective messaging in today's complex environment.

 *Let's talk: Email me at ac@andreacartermedia.com to discuss how fractional leadership can support your success.*



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