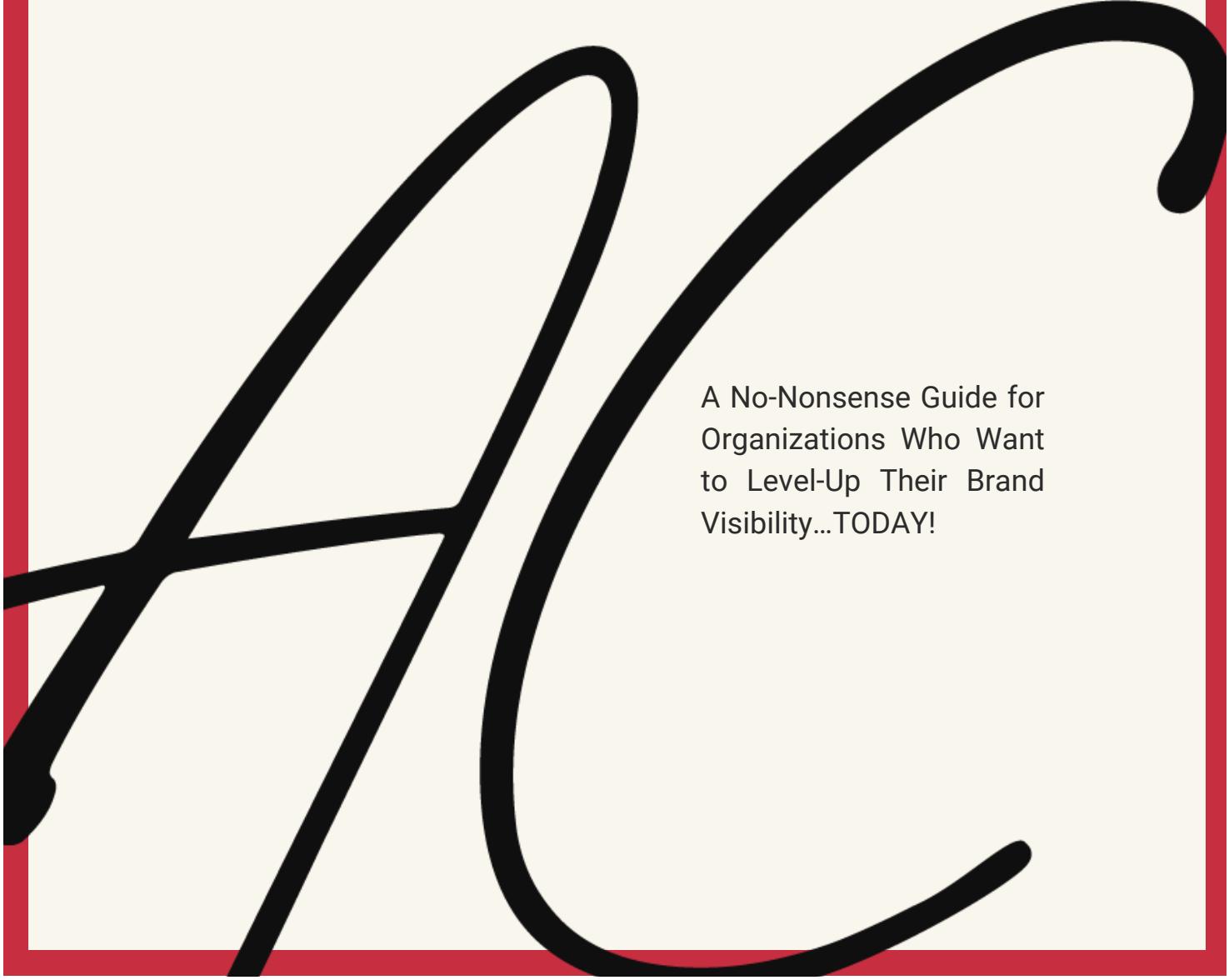


By Andrea Carter

*Checklist*

# 5 POWER MOVES TO MAKE YOUR BRAND UNFORGETTABLE



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



# 1<sup>st</sup>

*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.*



# 2<sup>nd</sup> *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.*



# 3<sup>rd</sup>

*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.*



# 5<sup>th</sup> *Moye*

## 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](mailto:ac@andreacartermedia.com) to discuss how fractional leadership can support your success.*



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