



WORKSHEET

Visibility plan worksheet

Logistics Brand Awareness Agencies: 6 Compared by Channel and Scope (2026)

8 October 2026 · Vektor Group

Fill in one copy per buyer type before you speak to an agency.

EXHIBIT 1

Field	What to write	Your answer
Buyer type	Who should know your name, such as tank carriers or chemical shippers in the Rhine ports	
Buyer question	What they ask first: capacity, compliance, price, lead time or integration	
Useful content	The page, article or data that answers it, and who in your firm knows the answer	
Work type	Ongoing awareness, visual identity, public relations or paid visibility	
Channel	Search, Google Ads, trade press, LinkedIn or event	
Owned email distribution	Which list receives it, and how often	
Measure	Branded searches, qualified enquiries, coverage, AI mentions or carrier applications	
Owner and review date	Who reads the measure, and when	

