

# WDS Marketing and Public Relations Helps Clients Define Unique Brand Then Get Known

Today businesses are witness to an increasingly confusing and cluttered marketing environment. It is therefore vital that organizations on every level possess a marketing strategy that completely differentiates them from the competition.

They then must launch a public relations campaign that will help them 'get known!' This is the basis on which WDS Marketing and Public Relations, Inc. originates effective brand awareness and business development for their clients.

"We believe that it is far easier to sell to prospective buyers who have prior knowledge of a company, including an understanding of that company's products, services, and level of success," says Becky S. Wilson, agency founder. "Differentiating can accomplish this if based on clarity, focus, strategies, positioning, and innovation."

What does a business represent? What is their area of expertise? What story does the business have to tell? Why should a prospect buy from them? The message should be projected in a unified, consistent voice across all points-of-contact with decision makers, current customers, and the business community.

Founded in 1991, areas of expertise at WDS Marketing and Public Relations encompass media campaigns that can be local, national, or industry specific; the utilization of business milestone anniversaries to gain visibility and to gain market share; and building credibility through participation in awards programs.

"Vying for awards can result in important positive buzz, as well as aligning the participant with other outstanding companies," adds Wilson. "It can create excitement in the marketplace and aid in generating pride of accomplishment in management and employees."

The agency's clients have been honored in local and national awards programs including the 'Kansas City Business Ethics Awards,' 'Best Places to Work in Kansas City' 'Woman-owned Business of the Year,' '25 under 25' and 'SBA Small Business' awards,



Becky S. Wilson, President WDS Marketing & Public Relations

that address the specific growth objectives of clients. The result is in-depth experience in helping clients to position themselves as in leaders in their industry and outstanding entrepreneurs.

Wilson and her agency continue to receive high honors at the Kansas City Business Marketing Association's 'Fountain Awards' each year. "I value these awards because they are given in recognition of excellence, innovation, creativity, and results in business-to-business marketing and public relations," says Wilson. WDS has also received 'PRISM' honors from the Kansas City Chapter of the Public Relations Society of America.

WDS Marketing and Public Relations is a member of the Greater Kansas City Chamber of Commerce and The Central Exchange. Becky Wilson is the co-founder of the Kansas City Council of Women Business Owners.

An avid Blues fan, Becky assists the Kansas City Blues Society and community radio station 90.1 KKFI with marketing and public relations services.

**For more information you can contact Becky Wilson at 913.362.4541 or email her at [bwilson@wdspr.com](mailto:bwilson@wdspr.com).**



visit us on the web at [www.WDSPR.com](http://www.WDSPR.com)

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**The WDS formula for success is a powerful one and we hope to keep evolving as we challenge ourselves to continue to make a difference for our clients and our community.**

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"Building a cutting-edge identity in the market demands introspection prior to action," says Wilson. "This requires a search for that which is most unique about an organization." Wilson's agency guides each client through this important marketing discipline to initiate successful campaigns. The net result: a system of strategic messaging that helps position, differentiate, and elevate their client's business.

Success is not found in the status quo at WDS. "Our goal is for continuous improvement—to provide greater value and increasingly superior results for our clients," says Wilson.

'Top Ten Small Business of the Year,' 'Entrepreneur of the Year,' 'Women Who Mean Business,' *Inc. Magazine's* 'Innercity 100,' and the new 'Wells Fargo National Trailblazer' recognition.

"I am so pleased that my agency continues to represent some of the most outstanding businesses and entrepreneurs in our area," says Wilson. "We truly enjoy helping them gain positive attention for their high levels of ingenuity, tenacity, business growth, customer satisfaction, and community dedication.

Wilson's team combines breakthrough marketing with a vital knowledge of business and media to develop programs