

Menu of Services

“The Wilson Business Alliance has been an asset to the growth of my business! I look forward to many years with the WBA!”

—Jana Lake, Agent State Farm Insurance Companies

WHAT WE DO

The Wilson Business Alliance is a locally-owned, for-profit organization, who provides marketing resources, networking opportunities, and Internet tools to our members. Through low-cost annual memberships, local businesses of all sizes participate in the work of the WBA. The vision of the Wilson Business Alliance is to be a leader in business development by offering marketing assistance to area businesses at an affordable price. Those who participate in the Wilson Business Alliance know us as a trusted gathering place where entrepreneurs of varying incomes, geographies, and ethnicities will be given the same excellent support and service. Our goal is to help any business achieve new levels of success and advancement. **Come Join Us!**

Wilson Business Alliance Mission Statement

To encourage business development in the Wilson community by providing marketing strategies, networking opportunities, and Internet tools.

HOW WE DO IT

- We provide networking opportunities for Wilson businesses to interact, cross-promote their goods and services, and offer creative advertising and marketing services to the Wilson Business Alliance members.
- Our member businesses provide incentives and specials for other businesses in the WBA intended to support and promote our working relationship.
- We offer opportunities to guide entrepreneurs through the process of creating or enhancing their business and marketing plans.
- Our clients can receive one-on-one business coaching to help them overcome the obstacles of creating or expanding their businesses.
- We give a voice to businesses, large or small, throughout the Wilson community.
- Employees of our member businesses receive a WBA membership card, which can be used at many of our member businesses to receive posted discounts and special offers.

How can you participate?

Join the WBA by filling out the attached form and returning it to your WBA representative today!

Marketing
Strategies

Internet Tools

Networking
Opportunities