

BACK BASICS MARKETING 2

St. Louis- Based Marketing Company Provides Innovative Solutions to Balancing Customers and Technology

Concepts are never easy, but they are supposed to look easy. Websites are often difficult to maintain, but they are supposed to be user-friendly. How does a business balance the look and feel a customer wants with new technology and new ideology flooding the open market? Michelle Nelson, owner of Back 2 Basics Marketing, seems to have figured it out.

“The key is to stay on top of what the general public needs and wants as opposed to what the business would like to do. Sometimes what they want to do doesn’t always fit with how the public works,” said Nelson.

It works like this: Nelson spends a lot of her time staying in touch with the general public. She hears the complaints of other websites, such as not being able to contact a real person via the website. She remembers these things and applies them to sensible business practices used in the marketing field everyday.

“We hired Michelle to redo our website and I couldn't be more pleased with the results. She listened to my ideas and added her creativity and expertise to create a site that I am truly proud to direct our customers to,” said Craig Uttendorf, owner of Gingham’s Homestyle Restaurant.

Creative may be an understatement. Nelson works tirelessly to ensure her clients have every possible marketing needs met. She offers a full service marketing plan including business identity and logo design, branding, consulting, graphic design, copywriting, website development, print and outdoor advertising, Internet marketing and mailing lists, broadcasting, audio services, public relations, and event planning.

“I strongly recommend Michelle Nelson with Back 2 Basics Marketing for your website development or any other marketing needs. She has truly been a professional throughout the process of building my website, not to mention her creativity and her length of time in the marketing industry has made my experience painless and uncomplicated,” said Kenny Noel of Advanced Business Solutions in St. Louis.

Sensible, creative, and smart are all accolades associated with Back 2 Basics work. Print ads look sleek, websites are very easy to use, and events run flawlessly. In short,

everything Nelson seems to touch turns to gold. Look no further than her own website (www.back2basicsmarketing.com) to see how her concept of customer service and new age ideology work well together.

"I hired Michelle after seeing the positive results she was generating for my colleague Greg Jones. I would describe Michelle as tenacious and fearless in negotiating media buys. She delivers a well thought out plan and then executes the plan brilliantly. Most important, Michelle's strategy positively impacts the bottom line with measurable increase in business. And, she is delightful to work with. What more could you ask for?" said Gary Mudd, principal at H&R Block Tax and Business Services.

If interested in working with Back 2 Basics Marketing, contact them by phone at 636-293-5958 or visit the website www.backtobasicsmarketing.com. Back 2 Basics Marketing is a St. Louis-based company with clients all across the United States.