

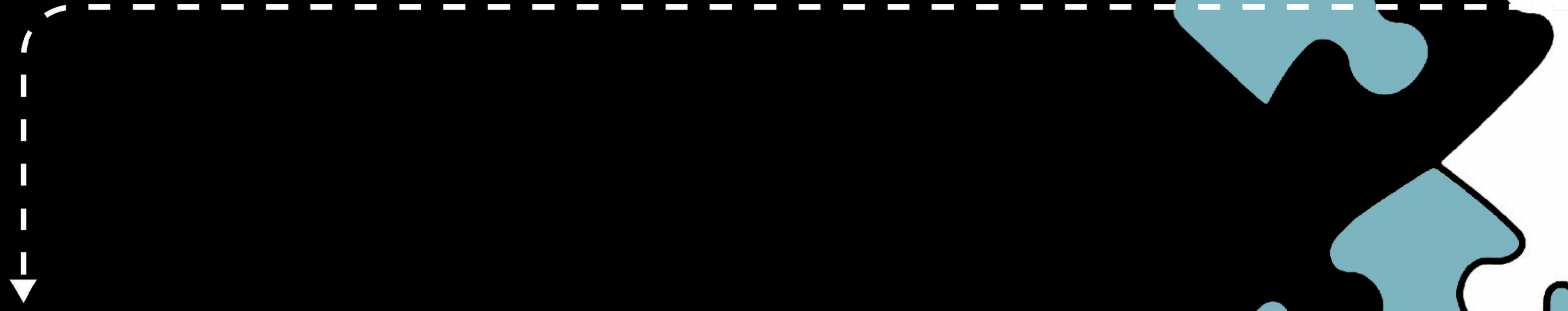
# MORE THAN A BRAND

Using Digital Marketing to Create Community

# MARKETING IN A MODERN WORLD



- First, we need to understand that consumer behavior has evolved.
- In a world with endless options, competition is at an all time high.
- People buy from people- not from brands. When was the last time you were actively excited to hear from a brand? We need to know this, and we need to humanize our brands.



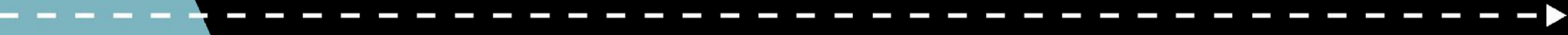
# INTRODUCTION

*Ben Sorensen- Founder and President of Ascent Digital*

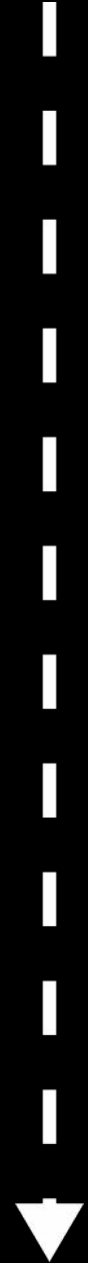
A degree in Marketing from Fort Lewis College, over 10 years of professional SMB marketing experience, has worked with hundreds of businesses from all across the country.

*Jeff Vierling- Co-founder of Tailwind Nutrition*

Jeff developed Tailwind Endurance Fuel originally for himself racing the Leadville 100. Tailwind makes nutrition products for outdoor athletes enjoying sports like trail and ultra-running, mountain and road cycling, hiking, climbing, SUP, and more. Jeff is a 1000 mile (10 year) finisher of the Leadville 100.



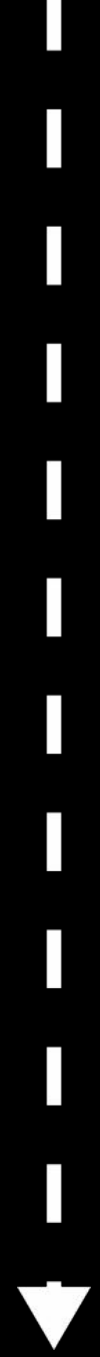
# BRAND



Noun, The sum total of all visual and non-visual, verbal and non-verbal, tangible and non-tangible elements that help to identify, form, create and influence unique and positive associations for a product, service or entity.



# COMMUNITY



Noun, a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.



# 2 COMMUNITIES



- First, Your internal audience (employees/partners) is the most important audience, they also communicate to your external audience.
- Remember, People want to be a part of something, give them an opportunity to participate. [Link](#)
- **Passion for Tailwind:** Love TW products; love TW mission; love being part of a local business; enjoy working with TW team.
- **Support Crew-**  
Motivated by helping others like the support crew for an athlete. Ex: Enjoy helping customers achieve goals; jump in and actively help each other reach goals and objectives; help Tailwind as a whole succeed



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Outskrts • Let's Do This



ascent\_digital\_agency If you want to go fast, go alone. If you want to go far, GO TOGETHER.

We are beyond excited about the team we are building, and sincerely grateful for every single one of our team members.

@bsor14 @bsee035 @neal\_mo  
@david.jimenez.3rd  
@peyton\_rutkowski @chacho\_taylor  
@kbear2601 (and Ryan and Tom 😊)

12w



coloradohighlandhelicopters It takes a team! You are so right!



12w 1 like Reply



26 likes

JUNE 21



Add a comment...

Post

# 2 COMMUNITIES



- The second community is external (customers, clients, prospects, potentials)- and they are 2nd most important.
- Quality over quantity- stop trying to go viral, stop trying to influence mass. Aim small miss small- who would make a valuable addition to your community?
- Tailwind Example: Tailwind only works with athletes, trailblazers, race directors, and store owners who use and believe in Tailwind products (passion) and share our mission of helping athletes achieve their goals (support crew).

Courtney FKT Collegiate Loop: <https://www.instagram.com/p/CidzQZNLwMb/>

Tyler Green Athlete Feature: <https://www.instagram.com/p/CaBQrQvpsZ4/>





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tailwindnutrition

@courtneydauwalter surprised us all a couple weeks ago when she announced she was starting the FKT attempt on the Collegiate Loop! Her legs took her 165.8 miles over 40 hours and 14 minutes. And boy did she crush the previous FKT records for the loop 🤩 She beat the previous men's record by 6 hours and women's record by 21 hours!

Congrats Courtney on this huge adventure and achievement!

#FKT #collegiateloop #collegiates  
#courtneydauwalter #ultrarunning  
#fastestknowntime  
#tailwindnutrition



Liked by em\_vierling and 1,567 others

6 DAYS AGO



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tailwindnutrition 2022 is going to be a big year and we are so stoked to announce that our athlete team is expanding! 🔥 Today we are highlighting one of the new additions to the Tailwind crew: Tyler Green!

Tyler lives in Portland, OR with his wife and pup. You can find him enjoying the trails of the Cascades or crushing any ultra he takes on 🏃. Tap the link in bio read our interview with Tyler!

Photo credit (images 1 & 3):  
[@lukewebstr](#)

Edited · 30w



549 likes

FEBRUARY 15



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# TAILWIND COMMUNITY



- Communications are about acting as a support crew for our customers, education, helping them solve problems, celebrating their accomplishments, sharing their stories.
- Maggie HR: <https://www.instagram.com/p/ChGJoVlvoCO/>  
Maggie HR blog: <https://tailwindnutrition.com/blogs/tw/hardrock-100-lessons>
- Sharing customer and trailblazer story and blog:  
<https://www.instagram.com/p/CalrFlnFUbC/>  
and <https://tailwindnutrition.com/blogs/tw/accepting-impermanence>
- Westside mobile park contribution: [https://www.instagram.com/p/Cb\\_NekzFB8q/](https://www.instagram.com/p/Cb_NekzFB8q/)



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tailwindnutrition "Everything was going perfect until everything went wrong. That is the best way I can sum up my execution of the Hardrock 100..." – Maggie Guterl @maggatronruns

Not every race goes to plan, and Maggie felt that with her first @hardrock100run this year. This is a refresher of the basics for the uber experienced and a "hey, don't make the same rookie mistakes I did" for the newbies.

Tap the link in bio to read the lessons Maggie learned during the Hardrock 100 this year 🏃🏃

First photo: @howiesternphoto



905 likes

AUGUST 10



Add a comment...

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tailwindnutrition and  
adamonthego



**tailwindnutrition** "Despite the challenges of the journey I'm still on, in feeling 'worthy enough,' ultra running has become my arena in finding healing, self-love, and self-acceptance. That, to me, is the most rewarding gift I could've ever asked for." –Adam Andres Pawlikiewicz Mesa

In 2021 Adam Pawlikiewicz took on the High Five 100 Ultra. The 48-hour, 100-mile ultra-race summits five 14,000 foot peaks in the San Juan Mountains of Colorado. This is a story of an athlete working through personal battles on trail, learning life lessons from fellow runners, and the humbling endeavor that is



397 likes

FEBRUARY 18



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Durango, Colorado



tailwindnutrition Get ready... because it is time to celebrate!!! 🎉

Some of you might not know this, but Tailwind is very active in the Durango community and we had a huge win last week 🏠

As many of you know, affordable housing is a big issue in small mountain towns like ours. In addition to paying a livable wage, Tailwind Nutrition is active in our community to secure and retain affordable housing. We are so happy to announce that the La Plata Impact



427 likes

APRIL 5



Add a comment...

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# COMMUNITY

A group of diverse people with their hands stacked together in a circle, symbolizing community and teamwork. The background is a blurred outdoor setting with trees and a path. The image is framed by a black diagonal shape on the left and bottom, and a light blue shape on the right and top.

What would your organization look like if you had the ideal employees and the ideal clients?

# STOP SELLING

Start Storytelling



- Consider your own online behavior- are you online to be sold to?
- You have 3 options online- Educate, Inspire, Entertain.
- ADD VALUE
- “People like us do things like this”- the power of micro influence.
- “People don’t buy what you do- they buy WHY you do it.” – Simon Sinek
- Education: <https://www.instagram.com/p/CbA6PZIFrKW/>  
SD running club: [https://www.instagram.com/p/CbbB\\_pXFT6W/](https://www.instagram.com/p/CbbB_pXFT6W/)  
Zegama: <https://www.instagram.com/p/CePS978vI-P/>





tailwindnutrition • Following



**tailwindnutrition** Some folks get a little spooked at the sugar content of our Endurance Fuel, despite it being so effective! 🤖

Many people are well acquainted with the narrative that all sugar is bad... and few are privy to the concept that our bodies process fuel completely differently during exercise vs. sedentary periods.

Curious about what your body *\*actually\** does with sugar? Tap the link in bio to learn more from an MD!

Photo: @1.800.sage

27w



256 likes

MARCH 12



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tailwindnutrition · Following  
San Diego, California



tailwindnutrition "My goal is to normalize BIPOC in all running spaces throughout the San Diego community. I want to bring people together who would not normally be together, have a conversation, share their goals, and understand that at the end of the day, we are all people with the same ideas, dreams, and desires to live a healthy lifestyle." – Nicol

This week we are kicking off a new series where we highlight running and cycling groups that are making an impactful change for the environment, creating representation, and a safe, equitable place for BIPOC athletes. Today we



152 likes

MARCH 22



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We had a blast supporting the runners at Zegama this past weekend! From the group run to the dancing stickpacks, cheering the runners up the incredible verts, and supporting with Tailwind bottles, it was an incredible weekend! 🙌🙌

Huge congrats to all those who participated 🎉 and to @saraalonso5 taking 3rd, @courtneydauwalter taking 10th, and @caitlinpipfielder coming in 11th! Whoot whoot!

Picture 3: @jsaragossa

#gotailwind #goldentrailseries  
#trailrunning  
#tailwindnutritionfrance



532 likes

MAY 31



Add a comment...

Post

# AUTHENTICITY is DISRUPTIVE.



The caveat- story telling only works if it's authentic. In a world filled with noise, and advertisements, authenticity (and vulnerability) stand out and resonate. Our consumers are more and more savvy every day, they can see right through canned content, and- perhaps most importantly, forced narratives.

Raising prices. Hundreds of emails thanking us for explaining the reasons why.

<https://www.instagram.com/p/CXv8gY0MN0s/>

<https://tailwindnutrition.com/blogs/tw/upcoming-price-change>





tailwindnutrition • Following



**vashonnickrunning** Awesome products. Colorado based and amazing customer service. Great race support. Totally understand the adjustment



38w Reply



**tomw43** If it helps all the employees have a living wage, yes, absolutely raise the prices. i 100%support this. I just bought more for Christmas, this stuff keeps us fueled on all our outdoor activities.



38w 1 like Reply

— View replies (1)



**bryan.beel** Buying extra for



391 likes

DECEMBER 21, 2021



Add a comment...

Post

# ENGAGEMENT = SUCCESS



- A critical component of community is that everyone participates this means you need to engage with your community too! Stop measuring your own engagement, instead, start actively engaging!
- Start Listening- and I don't mean listening, I mean start really LISTENING to what your customers want.
- If people are interacting with your brand, it's working! That means it is resonating with them.
- Consistent engagement = community created.
- Athlete who needed resupply and customer drove out of way to deliver <https://www.facebook.com/tailwindnutrition/photos/580196758738602>





Tailwind Nutrition

February 2, 2014 · 🌐



I LOVE OUR TAILWIND COMMUNITY!!!!  
Tailwind Nutrition delivered to Gary Allen just in time for the final push of the Maine to Super Bowl run for **Wounded Warrior Project**. A million thanks to Mike!

👍 63

4 Comments 2 Shares

👍 Like    💬 Comment    ➦ Share    👤

Oldest ▾



Maddy McCarthy  
love this so much!!! thank you mike!! and thanks tailwind!!!

Like Reply 8y

👍 2



Mike Kear  
Glad to help anyway that I could. Gary looked strong cruising by. Him and his support crew are rock stars. Maddv. thanks for the help.



Write a comment... 🗨️ 😊 📷 🎬 🗑️

# THE REALITY

We have to Pay to Play (advertise)



## 3 Pillars

1. Who are we talking to?
2. Where are we talking to them?
3. What are we telling them?





# THE REALITY

We have to Pay to Play (advertise)



What you need to know:

Speak to your future and current community members through targeted advertising.

Advertise with consistent messaging, imagery, copy, etc.

Cohesiveness- cross platform efforts compliment.

Meet your customers where they are... what stage of the buying cycle are they in, how does this affect our messaging?

Where are we sending them- is the landing page and website "on brand"? Is it telling the same story



THANK YOU!

ASCENT DIGITAL

