How to Get Involved with Use Natural Stone
What is Use Natural Stone?

• A collective effort by the natural stone industry to promote the use of natural stone through positive articles, advertisements, and outreach to consumers, architects, designers, and specifiers.

• Our ultimate goal: to “tell the story” of natural stone.
How did this program get started?

• Problem #1: A crowded marketplace
• Problem #2: Misinformation and misconceptions
The natural stone industry asked a question....

• What would happen if we came together to proactively promote the use of natural stone?
What Use Natural Stone Is About

• Answering the question “Why Use Natural Stone?”
• Making sure natural stone stays competitive by keeping at the front of mind for consumers, designers, architects, and specifiers.
What It Is NOT About

• Tearing down competing products with negative marketing messages and advertisements.
Step One: Launch a Website

www.usenaturalstone.org


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Since launching in 2016...

• Over 100 articles have been posted to www.usenaturalstone.org
• Articles are meant to educate and inspire readers about the benefits of choosing genuine natural stone
• In 2018, our site reached over 300,000 unique users
Step Two: Get the Word Out

• Working with editors and producers to secure positive placements in print, online, televised, and digital media

• Since 2016:
  – Over 100 articles placed in print & online publications
  – 4 television spots
  – We have also worked with bloggers and other influencers to promote the use of natural stone

• Working with stone fairs across the globe to ensure the industry is aware of our efforts
Why Should You Get Involved?

- The success of Use Natural Stone depends on the support and participation of our members and the industry at large.
- We need your help. But getting involved with Use Natural Stone can also help you.
Share Use Natural Stone Content

• Sharing content from Use Natural Stone is an easy and effective way to bulk up existing marketing efforts or start the process of online marketing.
Share Use Natural Stone Content

• All articles are set up for easy social media sharing.
• Tags make it easy to find related content.

TAGS:  geology  design  working with stone  wall  karin kirk

SIMILAR ARTICLES:
Follow Us On Social Media

• Make sure to follow Use Natural Stone and The Natural Stone Institute on social media
• Content posted can easily be shared and repurposed
• Join the conversation by using the #UseNaturalStone hashtag!
Make a contribution

• Have an interesting project that should be featured on the site? Tell us about it.
• Send us your photography and video footage
• Consider making a financial contribution
Make a contribution

None of our success would be possible without the support of our members and the industry. Now is the time to get involved!
THANK YOU FOR ATTENDING!

Questions?

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