



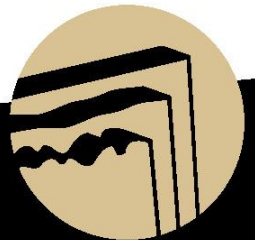
How to Get Involved with Use Natural Stone

naturalstoneinstitute.org | [#usenaturalstone](https://twitter.com/usenaturalstone)



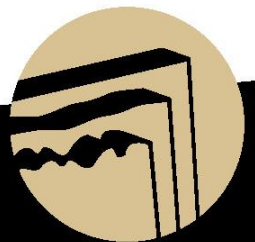
What is Use Natural Stone?

- 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.**



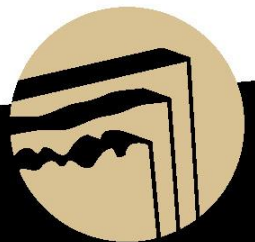
How did this program get started?

- Problem #1: A crowded marketplace
- Problem #2: Misinformation and misconceptions



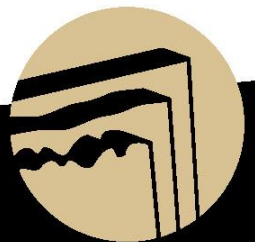
The natural stone industry asked a question....

- What would happen if we came together to proactively promote the use of natural stone?



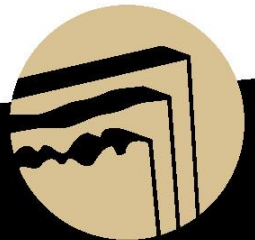
What Use Natural Stone Is About

- 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.

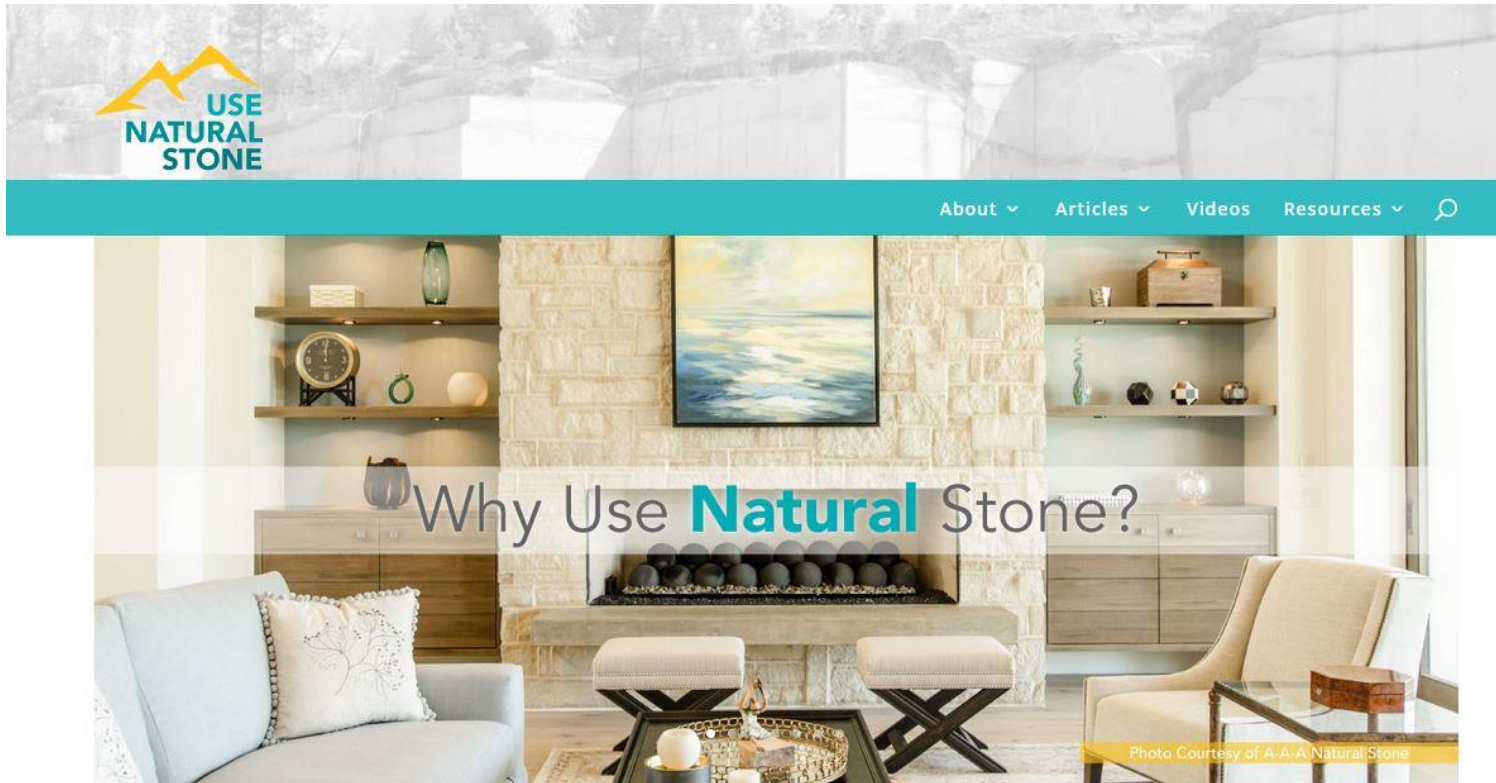


What It Is NOT About

- Tearing down competing products with negative marketing messages and advertisements.



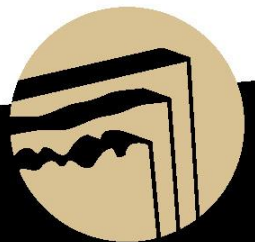
Step One: Launch a Website



Genuine. Versatile. Unique. Durable. Sustainable. Easy to Maintain.

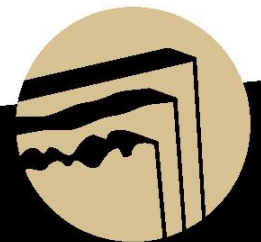
www.usenaturalstone.org

NATURAL STONE INSTITUTE



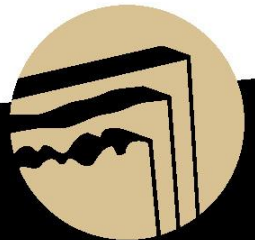
Since launching in 2016...

- 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



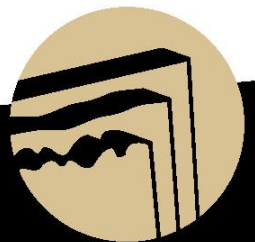
Step Two: Get the Word Out

- 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



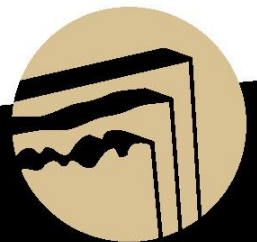
Why Should You Get Involved?

- 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.

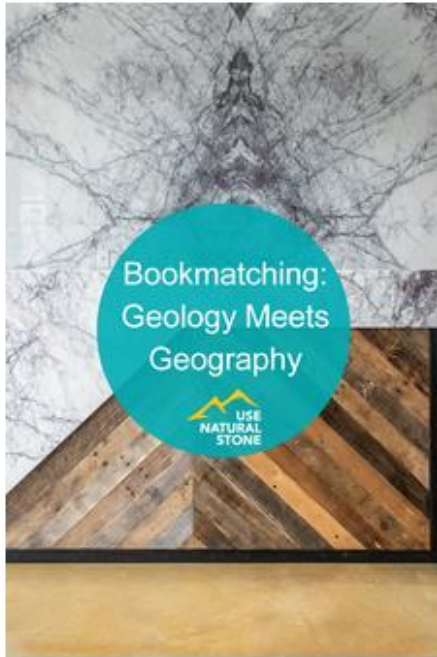


Share Use Natural Stone Content

- 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.



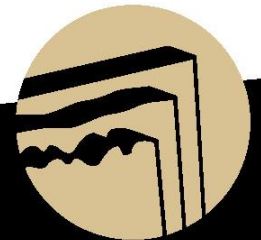
Share Use Natural Stone Content



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

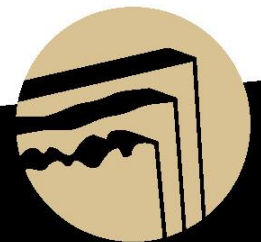
TAGS: [geology](#) [design](#) [working with stone](#) [wall](#) [karin kirk](#)

SIMILAR ARTICLES:



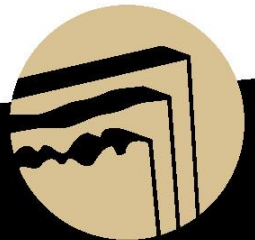
Follow Us On Social Media

- 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!



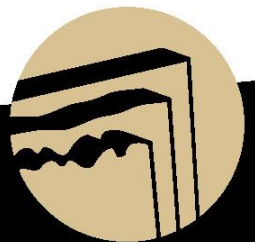
Make a contribution

- 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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