

MARKETING
SERVICES GUIDE



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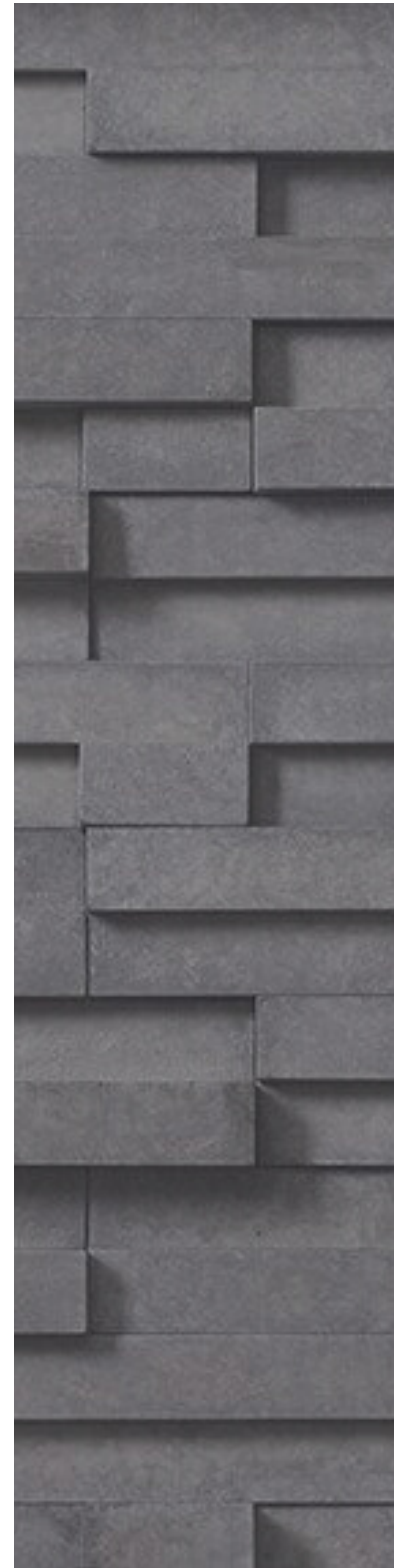
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See how we are reinforcing our brands as leaders in the industry.

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An overview of custom marketing services available for our partners and team.





ABOUT US

Through creative design and operational excellence, the Stone business uses color and texture to transform environments and create a focal point of every space; enhancing the atmospheres in which we live.

Backed by a world-class team of skilled artisans, technical leaders, and other organizational leaders who literally pioneered the manufactured stone veneer (MSV) category, the Stone Marketing Team provides strategy-based sales and customer support, trend-forward thought leadership, and a wide selection of relevant marketing and communication resources.

"People will forget what you said, people will forget what you did, but people will never forget how you made them feel"

– MAYA ANGELOU

MEET THE TEAM

Get to know your Marketing Team at:
ELEVATEWITHSTONE.COM/MARKETING



CRYSTA HAILES

Sr. Director Marketing & Portfolio Management



SARAH LOGRASSO

Director of Marketing & Portfolio Management



ALLIE ROQUETA

Senior Digital & Channel Marketing Manager



CHELSEY CANTO

Marketing Project & Communications Manager



SARAH HALFACRE

Digital Marketing Coordinator

CONTACT US

ELEVATEWITHSTONE@WESTLAKE.NET



ELEVATE WITH STONE

Give your customers a digital selling experience.

ELEVATEWITHSTONE.COM

OUR BRANDS

Discover our full brand portfolio online.

STONE 101

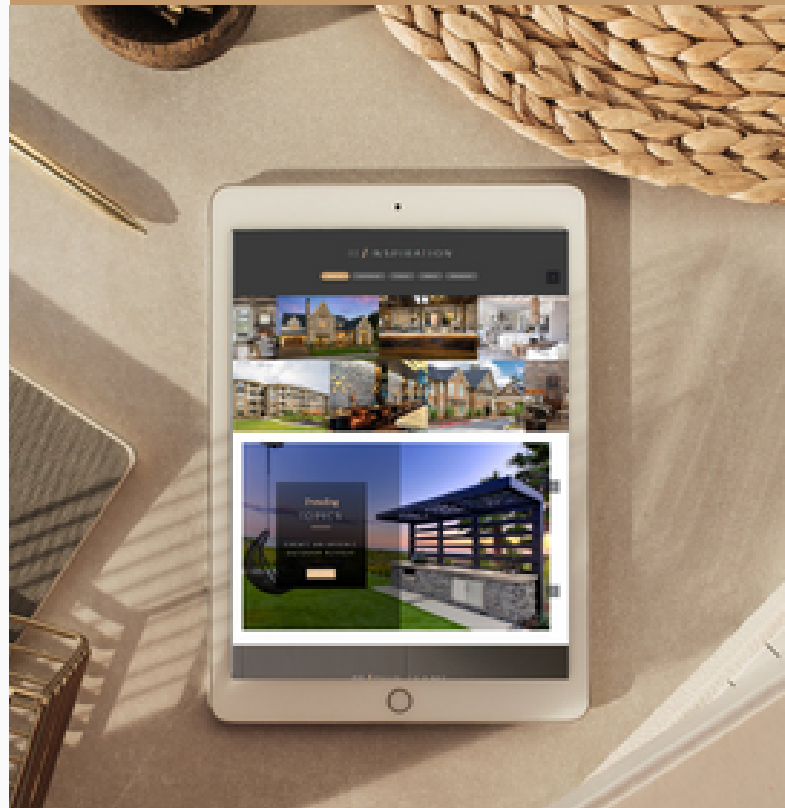
Learn the benefits of Manufactured Stone Veneer.

OUR TEAMS

Each team page focuses on our value proposition, brand portfolio, top resources, case studies, and team member contacts.

TECHNICAL + TRAINING

Our hub for all things technical, including: installation videos, articles from the experts, training courses, Q&A, and more.



By choosing Westlake Royal Stone Solutions, you not only gain access to quality products, but you get a powerhouse team of industry experts to support you in each step of your business.

MARKETING

Learn how our marketing team can help ignite and support your vision.

RESOURCES

Additional pages include information about our AIA Program, Architectural Resources, and Stone Brochures.

BLOG

Discover the latest design and industry trends.



DIGITAL RESOURCES

Our library of digital resources targets specific customer segments and focuses on increasing wall share.



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THOUGHT PIECES

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EDUCATIONAL GUIDES

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DIGITAL RESOURCE SHEETS

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ARCHITECTURAL SOLUTIONS FLYER

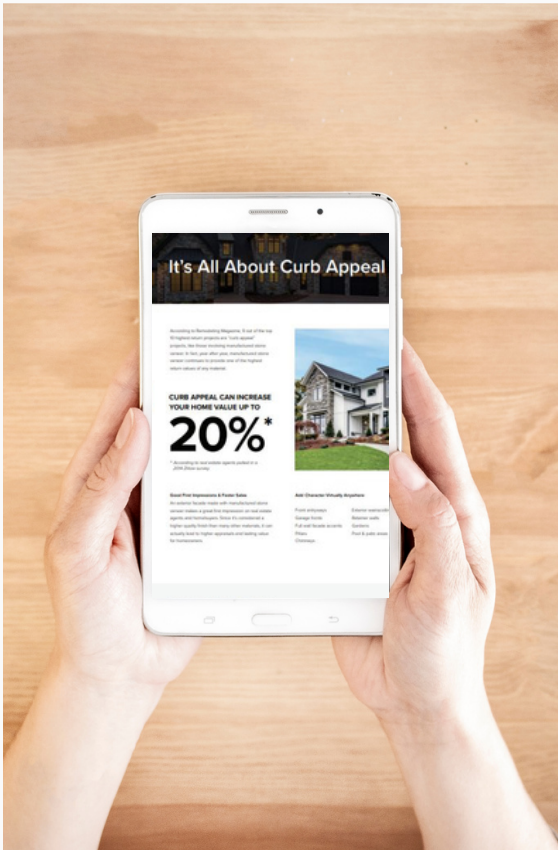
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ARCHITECTURAL SOLUTIONS BROCHURE

THOUGHT PIECES

Two-page leave behind flyers that provide a quick snapshot of trending industry topics.

[Download: Connect>Document Library](#)



IT'S ALL ABOUT CURB APPEAL

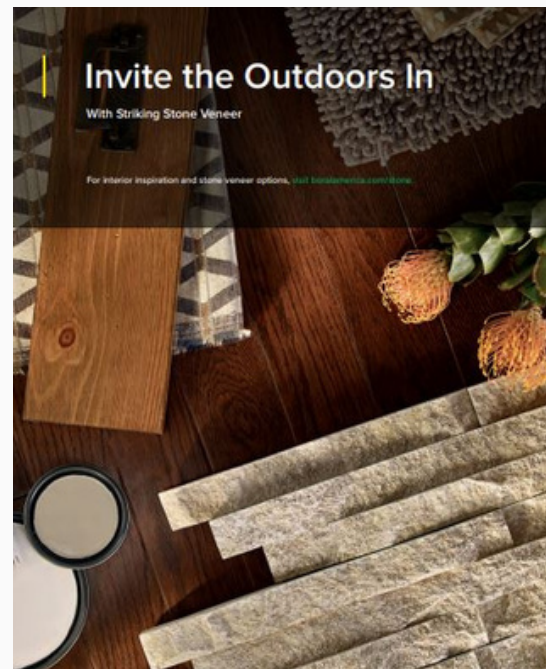
DETAILS

Details the results of Zonda Media's 2021 Cost vs. Value Report. Architectural stone veneer not only gives a home a great first impression, it continues to provide one of the highest return values of any material.

VALUE ADD

Emphasizes the importance of curb appeal and the positive impact of MSV on resale value.

AUDIENCE: HOMEOWNER, BUILDER



INVITE THE OUTDOORS IN

DETAILS

Explore the benefits and creative ways stone veneer can be used in interior applications.

VALUE ADD

Right on trend with the rise of Biophilic Design – the concept that bringing outdoor elements indoors provides health and wellness benefits.

AUDIENCE: ARCHITECT, DESIGNER, BUILDER, HOMEOWNER

"MSV ranks number two nationally for providing high ROI, with 92.1% of purchase cost recouped in value following installation.

– According to Zonda Media's 2021 Cost vs. Value Report

EDUCATIONAL GUIDES

Multi-page educational guides curated for Cultured Stone customers.

Download: [Connect>Document Library](#)



A BEGINNER'S GUIDE TO MSV

DETAILS

Introduces the basics of Manufactured Stone Veneer. What is MSV, application types, how to install, benefits over natural stone, etc.

VALUE ADD

A great introductory piece for anyone interested in learning about MSV and MSV installation. Also speaks to benefits of MSV over NSV.

AUDIENCES: ALL



13 THINGS TO KNOW BEFORE YOU START BUILDING

DETAILS

Outlines key steps for planning your own custom home build.

VALUE ADD

Great piece to provide a homeowner that is thinking about a custom home build. Can also be something a builder can provide to potential customers.

AUDIENCES: HOMEOWNER



25 QUESTIONS TO ASK FOR SUCCESSFUL CLIENT ONBOARDING

DETAILS

Reviews project planning questions that should be asked to a client prior to build.

VALUE ADD

Helps to manage client expectations throughout the project planning and building process.

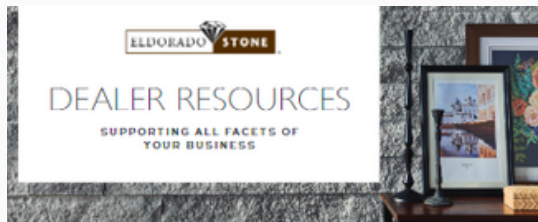
AUDIENCES: ARCHITECT, BUILDER

DIGITAL RESOURCE SHEETS

Each resource sheet provides a quick snapshot of top online resources and assets relevant to a specific audience type.

Includes clickable links to educational guides, brochures, trending articles, inspiration galleries, digital tools, and more.

Download: [Connect > Document Library](#)



LEADERS IN THE INDUSTRY

For over 50 years, Eldorado Stone has demonstrated an undeniable passion for creating authentic products that elevate quality and design. We are proud to be a Westlake Royal Stone Solutions brand, a global powerhouse in the building industry. Continuing to pave the way as a leading manufacturer of architectural stone veneer, Eldorado Stone has recently been recognized as the number one brand for manufactured stone and brick veneer according to BUILDER Magazine's 2020 Brand Use Study.



LEARN MORE ABOUT ELDERADO STONE
www.eldoradostone.com



TRENDING TOPICS

- The Biophilic Imperative: Designing with Nature
- Manufactured Stone Veneer Ranks #1 in R/R

READ MORE ON THE BLOG
blog.eldoradostone.com

STRIKING PHOTOGRAPHY

Get access to our full library of marketing-appropriate photography via Canva, our photo management platform.

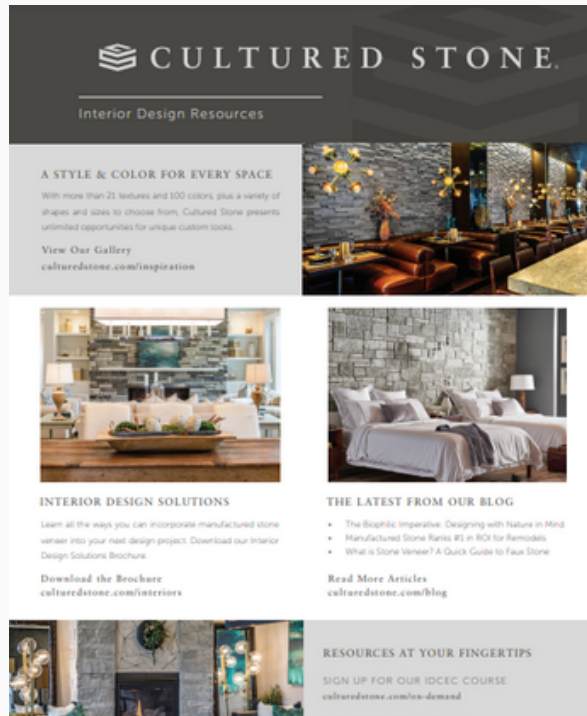
EMAIL TO REQUEST ACCESS
StonePressMarketing@Westlake.com



01 - DEALER

VALUE ADD

Provides a quick snapshot of relevant brand resources for each audience type in one easily accessible document.



02 - INTERIOR DESIGNER



03 - REPAIR + REMODEL

THREE VERSIONS AVAILABLE FOR BOTH ELDERADO STONE + CULTURED STONE

Dealer Resources
DEALER/DISTRIBUTOR

Interior Design Resources
DESIGNER/COLORIST

Repair & Remodel Resources
HOMEOWNER, DESIGNER

Explore a diverse range of industry-leading brands and high-performance manufactured products.

ARCHITECTURAL SOLUTIONS FLYER

Premium Architectural Solutions for Inspired Living

Explore a diverse range of industry-leading brands and high-performance manufactured products.

Westlake Royal Stone Solutions



Westlake Royal Stone Solutions offers an extensive portfolio of architectural stone veneer to meet the needs of any project level, style and lifestyle.

No other material offers the depth, complexity of color, pattern, and tactile distinction as architectural stone veneer. Our product portfolio provides limitless design opportunities that suit a wide range of styles and budgets, making it easy to enhance your project's aesthetic using natural textures and authentic color palettes that are virtually indistinguishable from stone and other natural materials.

CULTURED STONE.

culturedstone.com

ELDORADO STONE

eldoradostone.com

DUTCH QUALITY STONE.

dutchqualitystone.com

VERSETTA STONE

versettastone.com

STONECRAFT

stonecraft.com

KINDRED

mykindredliving.com

For more information & design inspirations visit elevatewithstone.com.

Pg 1 of 2

A cornerstone piece that provides a quick snapshot of our company's value proposition and extensive brand portfolio.

[Download: Connect > Document Library](#)

VALUE ADD

Provides talking points for why one should choose our products over a competitor:

- Scale & Availability
- Brand Equity
- Expertise
- Design Solutions
- Nationwide Distribution
- Dedicated Team

THREE VERSIONS AVAILABLE:

Inspired Living
ALL

Multifamily
BUILDER

Masons & Installers
MASON/INSTALLER

Westlake
Royal Stone Solutions™

ARCHITECTURAL SOLUTIONS BROCHURES

Our full stone portfolio in a customer-targeted brochure that highlights our top products and application types.

Download: [Connect>Document Library](#)



01 – MULTIFAMILY

VALUE ADD

Provides talking points for why one should choose our products:

- Scale & Availability
- Brand Equity
- Expertise
- Design Solutions
- Nationwide Distribution
- Dedicated Team



02 – COMMERCIAL



03 – RESIDENTIAL

BRAND SNAPSHOTS

Each brand page includes a description, a highlight of top selling products, and related imagery.



TOOLS + _____ PLATFORMS

Explore our available online tools and digital platforms.



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CONNECT

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STONE VISUALIZER

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CANTO

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CAD + BIM

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SOURCE

CONNECT

The WRSS Marketing CONNECT (intranet) site is a content management platform that houses all marketing communications, tools, and resources with a goal to effectively align business strategy and support promotional efforts.

VALUE ADD

CONNECT allows us to easily share and manage content, knowledge, and applications to empower teamwork, quickly find information, and seamlessly collaborate across the organization.

The Marketing Site and the Marketing Document Library ensure you have access to divisional updates and current resources to support the goals of you and your customers, as well as elevate our position in the market.

HOW YOU CAN GET INVOLVED

Continue to reference the site for the most up to date information and resources available. These are organized based on asset type, market segment and/or communication channel.

Read each communication from WRSS Marketing so you know what's new. These announcements are posted on SharePoint but also sent directly to your inbox once per month.

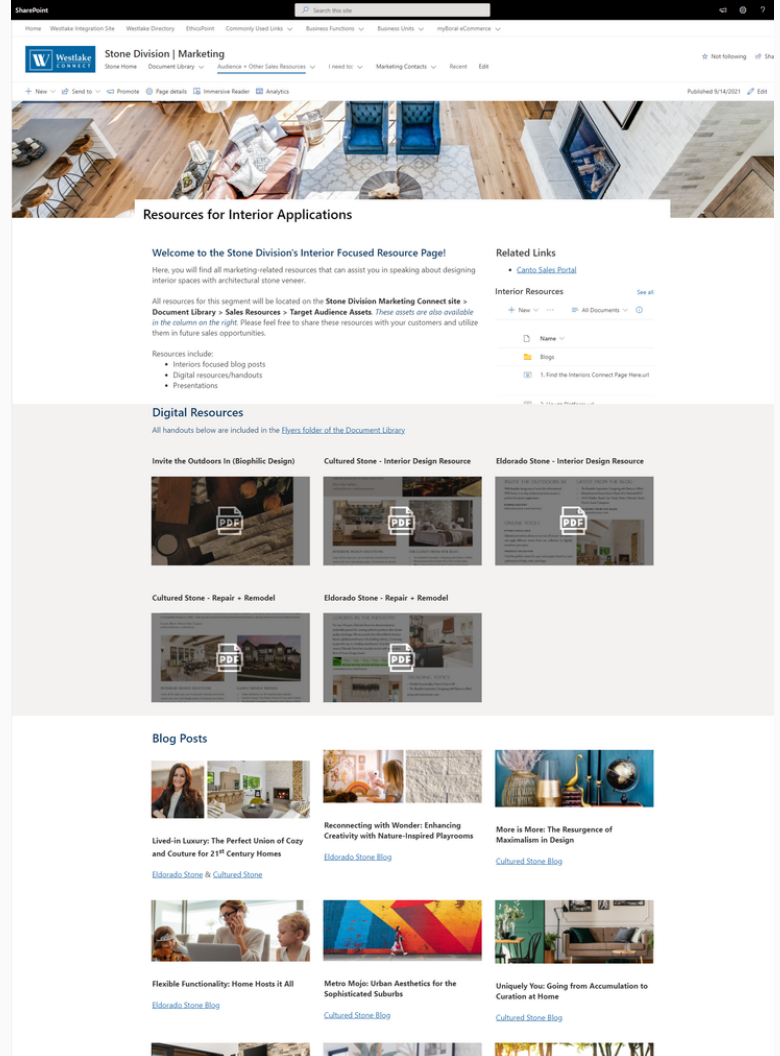
BRANDS

All Brands

AUDIENCES: INTERNAL

STONE CONNECT MARKETING SITE

<https://bldgprods.sharepoint.com/sites/bnaStoneMarketing>



LEAD OPPORTUNITY

Resource specific landing pages and folders encompass assets that aim to help our teams in their conversations with current and future customers.

Most resources are also made available to download. You can share these with your customers for promotional needs and as a reference point for when they have conversations with clients.

STONE VISUALIZER

Our online visualizer tool allows you to easily apply our stone products to a sample scene or personal project photo of your choice.

VALUE ADD

An easy and interactive way for customers to see how our products will visually integrate into their projects.

HOW YOU CAN GET INVOLVED

Encourage distributors and builders to utilize this tool in their showrooms. Builders can upload images or renderings of their homes directly onto the platform and have customers apply stone on the spot.

BRANDS

Eldorado Stone, Cultured Stone, Dutch Quality Stone

AUDIENCES: ARCHITECT, DESIGNER, BUILDER, HOMEOWNER

ELDORADO STONE

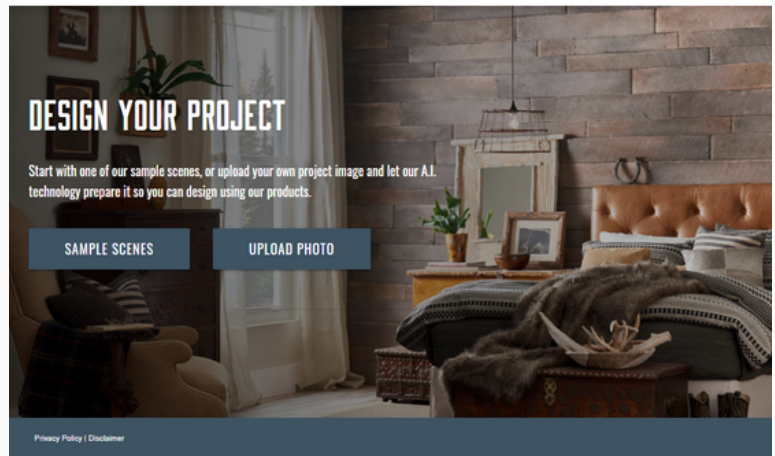
eldoradostone.com/visualizer

CULTURED STONE

culturedstone.com/visualizer

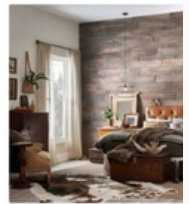
DUTCH QUALITY STONE

dutchqualitystone.com/visualizer



CHOOSE A SAMPLE SCENE

Select one of our sample scenes below and start designing.



LEAD OPPORTUNITY

Marketing nurtures any leads that create a visualizer account and encourages them to fill out a “Visualizer Project Support Request Form”. Once they fill out this form, the Sales Ops team delivers any trade leads directly to the appropriate ASM for follow up.

ADDITIONAL RESOURCES

For more information, and to download assets, visit the [Visualizer page on CONNECT](#).

CANTO

Digital asset management platform with a centralized library for all brand, product, and lifestyle photos, ready to view and share anytime.

VALUE ADD

Share product images, application examples, and marketing approved photography with prospects or customers. Keyword search capabilities and immediate download or sharing link capturing makes access easy.

HOW YOU CAN GET INVOLVED

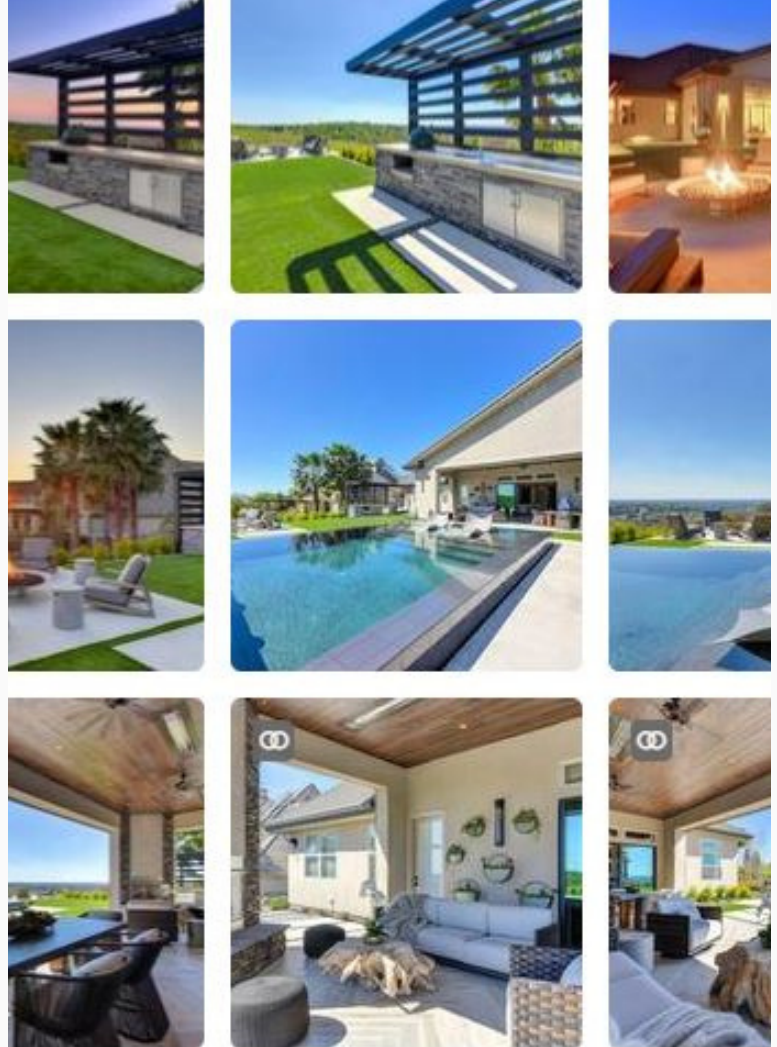
Encourage distributors to use these assets in marketing efforts of our brands. Continue to share completed project photography with the marketing team so we can grow this platform with new, trend forward examples of our products.

BRANDS

All Brands

AUDIENCES: SALES + MARKETING TEAMS, DEALERS/DISTRIBUTORS, ARCHITECTS, DESIGNERS, BUILDERS, MASONS

ACCESS OUR CANTO LIBRARY
elevatewithstone.canto.com



LEAD OPPORTUNITY

Brand albums include hi-res, marketing photography approved for our customer's promotional needs. Sales Field Image albums add an extra layer of photos for the use of sharing product application examples to help in closing deals.

We develop and showcase our architectural files on two premier CAD + BIM architectural databases.

CAD DETAILS + BIMOBJECT

CADdetails and BimObject are two leading platforms for providing manufacturer-specific building information and product files to the world's top architectural firms, engineers, contractors, and other design industry professionals.

VALUE ADD

We have multiple file types available that are compatible across the top architectural programs, making it easy for architects to specify us in their drawings.

HOW YOU CAN GET INVOLVED

Let your customers know they have these files at their disposal and that we strive to have all our top products developed into the latest architectural file types.

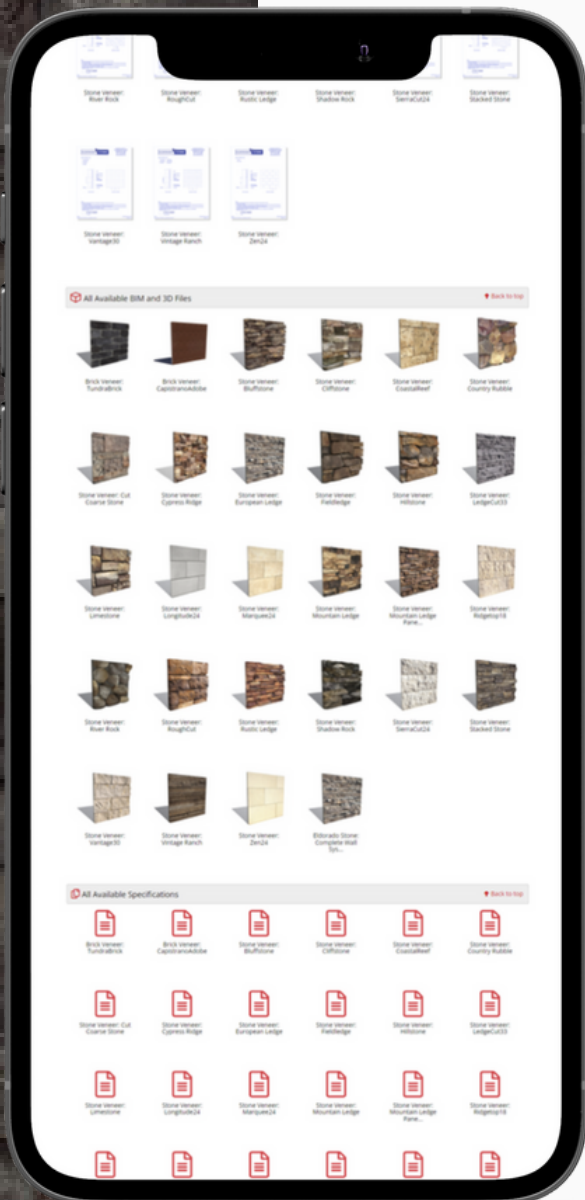
BRANDS

Eldorado Stone, Cultured Stone, Dutch Quality Stone, Kindred Outdoors + Surrounds

AUDIENCE: ARCHITECT

ADDITIONAL RESOURCES

For more information, and to download files, visit the [CAD + BIM page on CONNECT](#).



SOURCE

Source is an online marketplace to discover, compare, and purchase commercial building products, and offers both a digital and physical experience for industry professionals.

VALUE ADD

Opportunity to cultivate relationships and drive business to our commercial architecture and design sectors, share product and specification info, collaborate with professionals in the industry and stay top of mind with decision makers.

HOW YOU CAN GET INVOLVED

Free profiles available - Share this site with architects and designers and encourage them to follow our brands.

Specified regional representatives will have Pro-Profiles to manage sample orders and book appointments with designers directly.

Co-host a 20-minute long "Snack Break" presentation with a member from the Source team (virtual).

Utilize the Source Resource Library, conference room, and showroom space to book presentations with local firms or to host meetings and events. Only available in Portland, Seattle, Honolulu, Phoenix, Chicago, and NYC.

BRANDS

Eldorado Stone, Cultured Stone

AUDIENCES: ARCHITECTS, DESIGNERS, CONTRACTORS

Eldorado Stone



Believability is at the very core of our company philosophy. For over 50 years, Eldorado Stone has been refining the art of architectural stone veneer. When you set your eyes on Eldorado Stone, it looks authentic, natural and—most of all—believable. Take a closer look at our products and you'll see the difference: unmatched depth and variation of colors, crisp textural details and one of the most extensive selections of stone profiles and colors in the world.

Headquarters Address:
Boral® Stone Division
1370 Grand Avenue, Suite B,
San Marcos CA 92078
(800) 255-1727



Find Reps

Browse Products

Cultured Products



LEAD OPPORTUNITY

Source hosts over \$2B in project value, and over 800 commercial firms utilize Source to make decisions on \$600M of products every year.

The specified ASMs who cover OR, WA, HI, IL, AZ and NYC can track sample order leads and follow up with the specified contact on the order and project specification.

ADDITIONAL RESOURCES

For more information, and to download resources, [visit the Source document folder on CONNECT.](#)



SOCIAL MEDIA

Explore our platforms and learn how you can create more buzz in your community.



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MORTARR



BRAND PROFILES

[Eldorado Stone](#)

[Cultured Stone](#)

[Kindred Outdoors + Surrounds](#)

[Dutch Quality Stone](#)

QUICK STATS

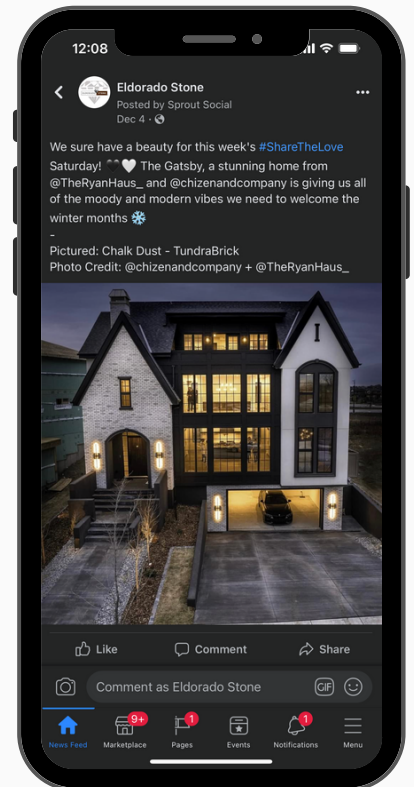
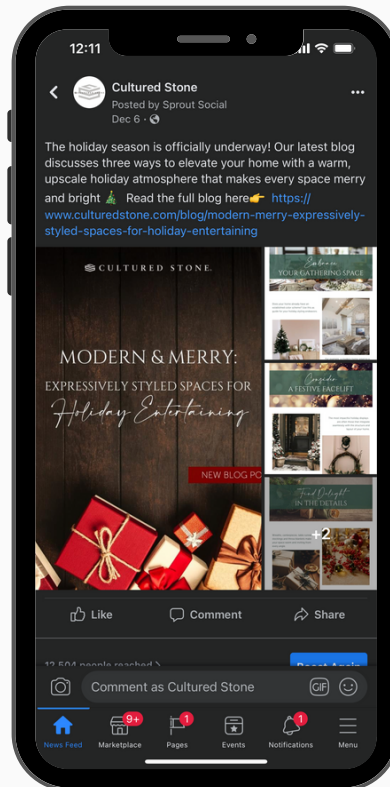
Facebook ranks #1 social platform worldwide.

261M users across US + CA

Consistently ranks in the top 5 referral sources to our websites

TRENDING TOPICS

Design Trends
Project Photos
Blog Topics



SOCIAL PLATFORM RANKING WORLDWIDE

#2 IN NORTH AMERICA

FACEBOOK

Facebook is a top platform for connecting with followers and distributors, sharing information, and telling the decorative stone veneer story.

VALUE ADD

Facebook is a great platform for connecting with homeowners as they share their spaces, and with industry pros as they share projects they're working on.

HOW YOU CAN GET INVOLVED

Be sure to follow our brand Facebook pages to stay up to date on design inspiration, industry trends, and to see the spaces our customers share.

AUDIENCES: ARCHITECTS, DESIGNERS, CONTRACTORS



BRAND PROFILES

[Eldorado Stone](#)

[Cultured Stone](#)

[Elevate with Stone](#)

QUICK STATS

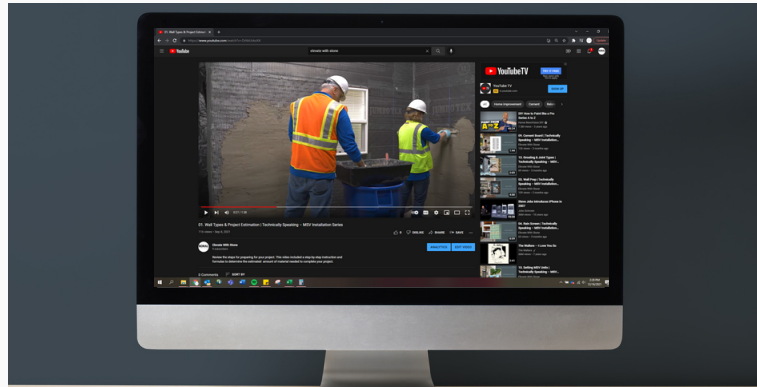
YouTube ranks #2 social platform worldwide.

214.6M users across US + CA

Our brands have a combined following of 4,270 subscribers

TRENDING TOPICS

Installation Best Practices
Project Sharing
Design Trends
New Product Releases



SOCIAL PLATFORM RANKING WORLDWIDE

#1 IN NORTH AMERICA

YOUTUBE

YouTube is a free video sharing website that makes it easy to watch online videos. You can also create and upload your own videos to share with others.

VALUE ADD

This platform is a great tool for sharing how-to content, brand videos, and videos about product offerings. Utilizing keywords, you can target specific audiences with relevant content.

HOW YOU CAN GET INVOLVED

Follow our pages to stay up to date on our brands and share videos via your other social platforms or in communications with your customers.

AUDIENCES: MASONS, ARCHITECTS, BUILDERS, HOMEOWNERS



BRAND PROFILES

[Eldorado Stone](#)

[Cultured Stone](#)

[Kindred Outdoors + Surrounds](#)

[Dutch Quality Stone](#)

QUICK STATS

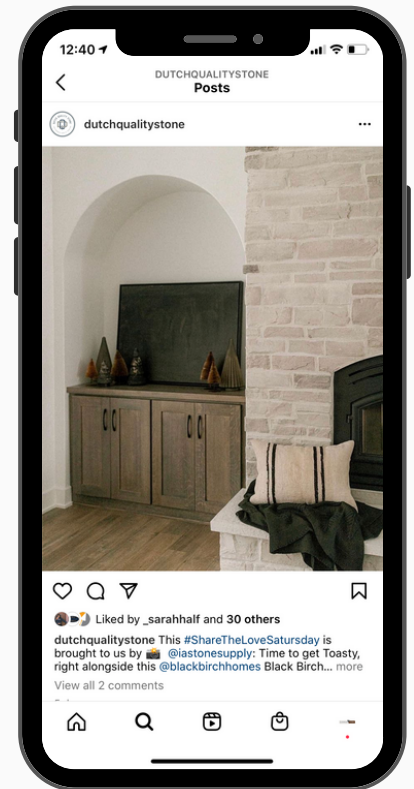
Instagram ranks #4 social platform worldwide.

17.7M users across US + CA

It consistently ranks in the top 5 referral sources to our websites

TRENDING TOPICS

- Design Inspiration
- Industry Trends
- Project Photos
- Blog Content



SOCIAL PLATFORM RANKING WORLDWIDE
#3 IN NORTH AMERICA

INSTAGRAM

Instagram is a popular photo-sharing app that relies heavily on photo + video sharing. It allows brands to connect with consumers directly and quickly.

VALUE ADD

Ideal for visually showcasing our brands, products, and overall value, Instagram is a major driver for customer engagement and acquiring new photography. Curated Social content also allows us to drive traffic to our own sites.

HOW YOU CAN GET INVOLVED

Follow our brands and share content on your own platforms. With the unique story-linking tool, Instagram allows you to drive followers to our website. This increases the opportunity for engagement and customer interaction.

AUDIENCES: HOMEOWNERS, DESIGNERS, ARCHITECTS



BRAND PROFILES

[Eldorado Stone](#)

[Cultured Stone](#)

[Kindred Outdoors + Surrounds](#)

QUICK STATS

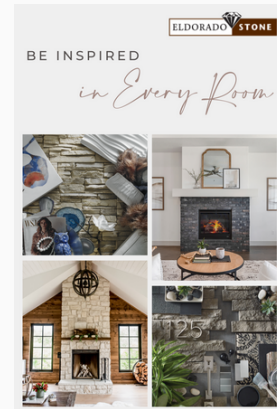
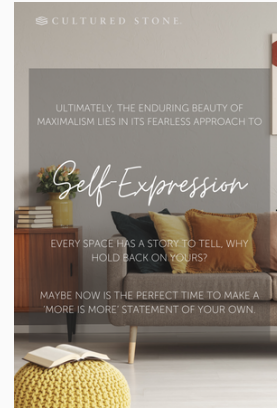
Pinterest ranks #6 social platform worldwide.

111.2M users across US + CA

It consistently ranks in the top 5 referral sources to our websites

TRENDING TOPICS

Design Inspiration
Industry Trends
DIY Projects
Home Decor



SOCIAL PLATFORM RANKING IN THE US

PINTEREST

Pinterest is a visual discovery platform for ideas and inspiration. With personalized boards + an excellent algorithm, it's a self-sustaining platform.

VALUE ADD

Pinterest allows us to share design inspiration, blog content, and product information beautifully and simply. Each pin links to our website, driving engagement and traffic.

HOW YOU CAN GET INVOLVED

Utilize the content we have already created to populate your own profile. Creating boards is simple and can have a major impact for brand awareness.

AUDIENCES: HOMEOWNERS, DESIGNERS



BRAND PROFILES

[Eldorado Stone](#)

[Cultured Stone](#)

[Kindred Outdoors + Surrounds](#)

[Dutch Quality Stone](#)

[Westlake Royal Stone Solutions](#)

QUICK STATS

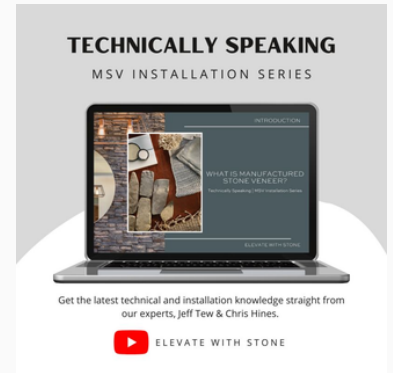
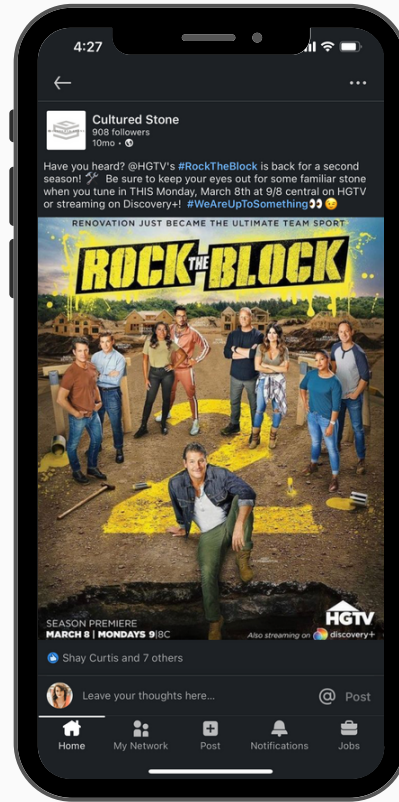
LinkedIn is the #1 professional networking platform worldwide.

214M users across US + CA

Audience reach in the US and CA is an average of 65.4%.

TRENDING TOPICS

Industry News
Installation + Education
Professional Development
Thought Leadership



LARGEST PROFESSIONAL NETWORKING SITE
#5 SOCIAL NETWORK IN THE US

LINKEDIN

The world's largest professional networking platform on the internet, LinkedIn is ideal for gaining B2B while connecting with others in your industry.

VALUE ADD

Serving as a platform to connect with industry pros, LinkedIn is the ideal platform to promote educational events, product news, and trends.

HOW YOU CAN GET INVOLVED

Our brands share content daily. Sharing events, articles, and industry news can help you become credible, increase a following and get noticed as a trusted brand ambassador.

**AUDIENCES: BUILDERS, ARCHITECTS, DESIGNERS,
MASONS, INSTALLERS, DISTRIBUTORS**

HOUZZ

Houzz is a platform for home renovation and design, connecting homeowners and home professionals with the best tools, resources and vendors.

VALUE ADD

Generates brand awareness in the A&D community and encourages brand ambassadorship. Leads consumers to our network of dealers to drive business downstream.

HOW YOU CAN GET INVOLVED

Promote Houzz as a value-added tool to working with our business: Houzz is a top resource for consumers to gather home design ideas and for residential design professionals and manufacturers to showcase portfolio and product images.

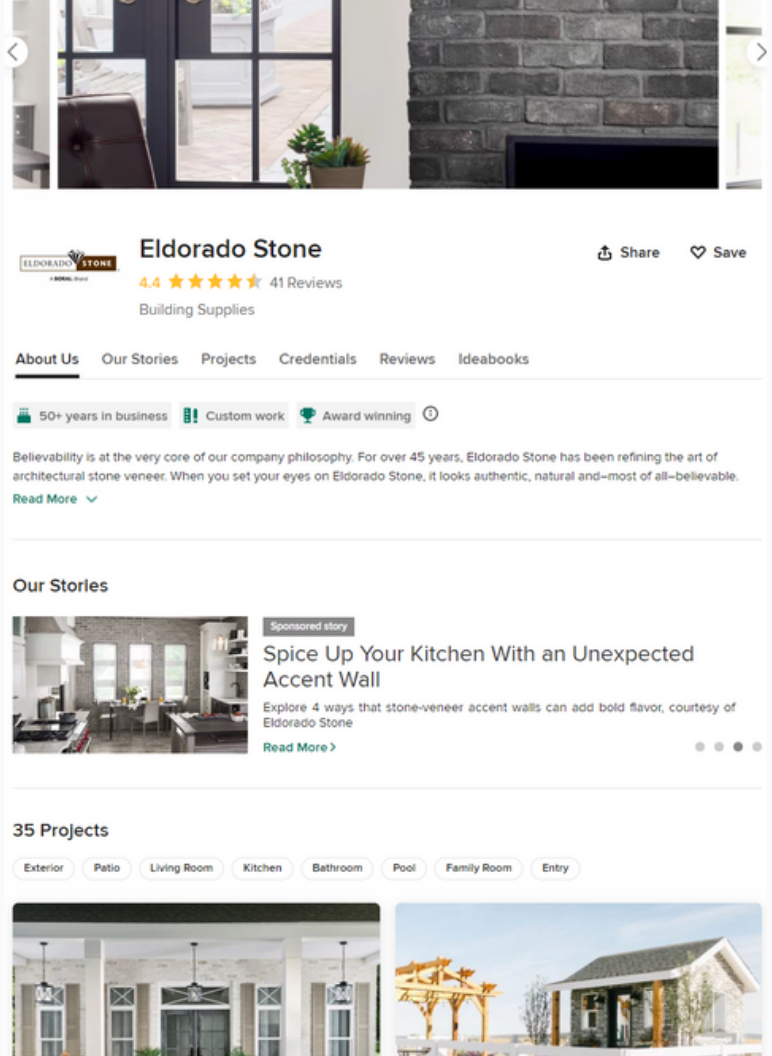
Drive end consumers to follow our profiles and leave reviews about their experience with us and our products (Links are available on [CONNECT](#)).

BRANDS

Eldorado Stone, Cultured Stone, Dutch Quality Stone, Kindred Outdoors + Surrounds

AUDIENCES: ARCHITECTS, DESIGNERS, HOMEOWNERS

Houzz generates over 40 million users each month, 90% of whom are homeowners.



LEAD OPPORTUNITY

Our presence on Houzz drives homeowners to our brand websites, which actively directs them to our dealer network

Homeowners follow our profiles, save photos to idea books, and have direct access to our customer service email

Profile optimization, ad placements, and sponsored photos/content raise brand awareness

ADDITIONAL RESOURCES

For more information, and to download resources, [visit the Houzz CONNECT page](#)

MORTARR

Mortarr is a platform for commercial design and construction professionals to connect on project ideas, products, resources, and preferred vendors.

VALUE ADD

Opportunity to drive business to our commercial architecture and design sector and to collaborate with our partners or other professionals in the industry.

HOW YOU CAN GET INVOLVED

Encourage trade professionals to view/follow our profiles and share their projects with us.

Share completed commercial project photography with the marketing team to make our profiles stand out and attract professionals to use our brands.

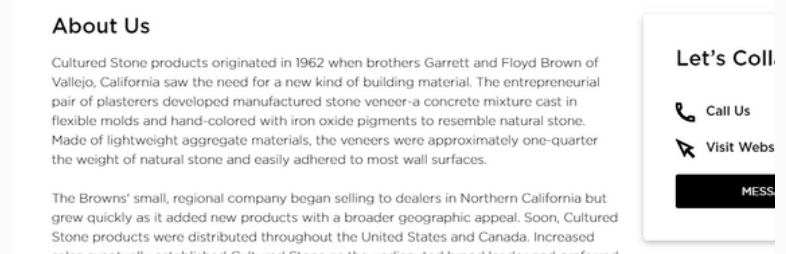
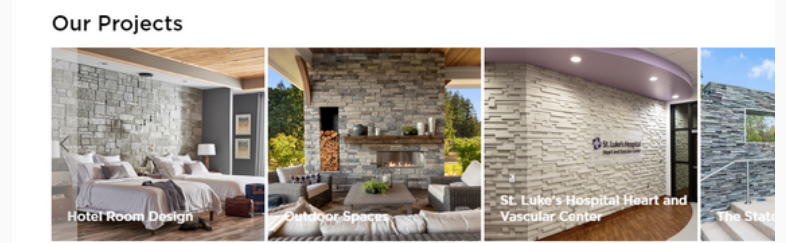
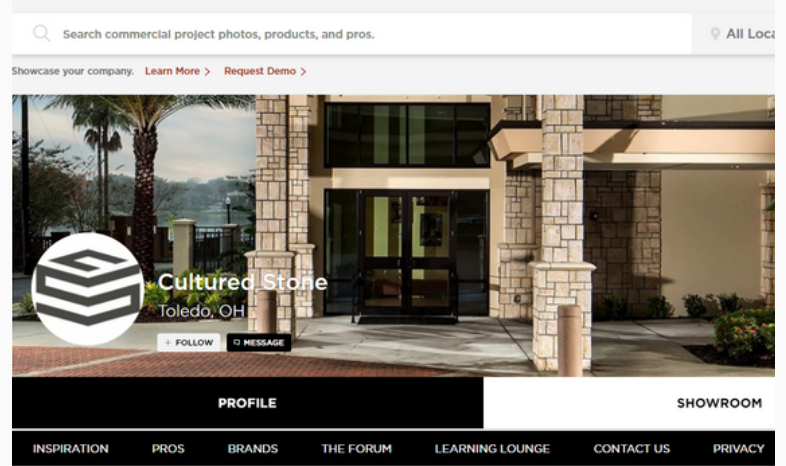
Create a personal profile to follow our brands, your network, and other leading professionals in the industry

BRANDS

Eldorado Stone, Cultured Stone, Dutch Quality Stone, Kindred Outdoors+Surrounds

AUDIENCES: ARCHITECTS, DESIGNERS

MORTARR has over 190k total users, covering an entirely commercial audience.



LEAD OPPORTUNITY

Anyone who has interacted with our profile, (followed, added image to design room, starred image, participated in a brand sponsored webinar, etc.) is captured as a lead. Marketing imports these leads into our database and the Sales Ops team will deliver them directly to the appropriate ASM for follow up.

ADDITIONAL RESOURCES

For more information, and to download resources, [visit the Mortarr CONNECT page](#)



LEAD PROGRAMS

Learn about our current lead generation programs.



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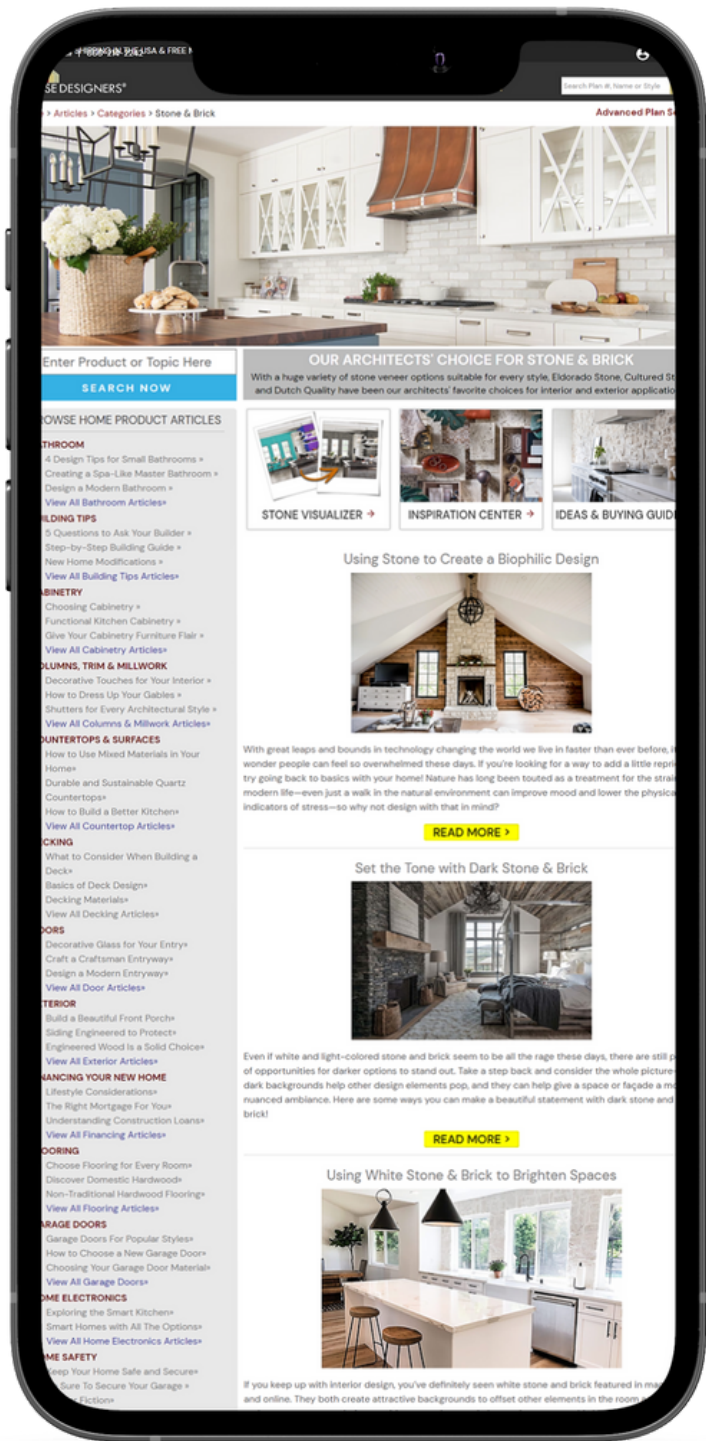
**HOUSE DESIGNERS &
DIRECT FROM THE
DESIGNERS**

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**SOUTHERN LIVING
CUSTOM BUILDER
PROGRAM**

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**ADDITIONAL
PROGRAMS**



Offer popular, construction-ready and builder-approved house plans for purchase, created by leading residential architects and designers in the country.

HOUSE DESIGNERS & DIRECT FROM THE DESIGNERS

VALUE ADD

Eldorado Stone and Cultured Stone products are incorporated into various house plans for purchase. We are the exclusive brands under the stone and brick category and are represented as a preferred product prominently throughout their website in articles, surveys, home building guides, email blasts, and more.

HOW YOU CAN GET INVOLVED

Let customers know that we are the leading stone manufacturer participating in this program, which drives new custom home builders downstream.

LEAD OPPORTUNITY

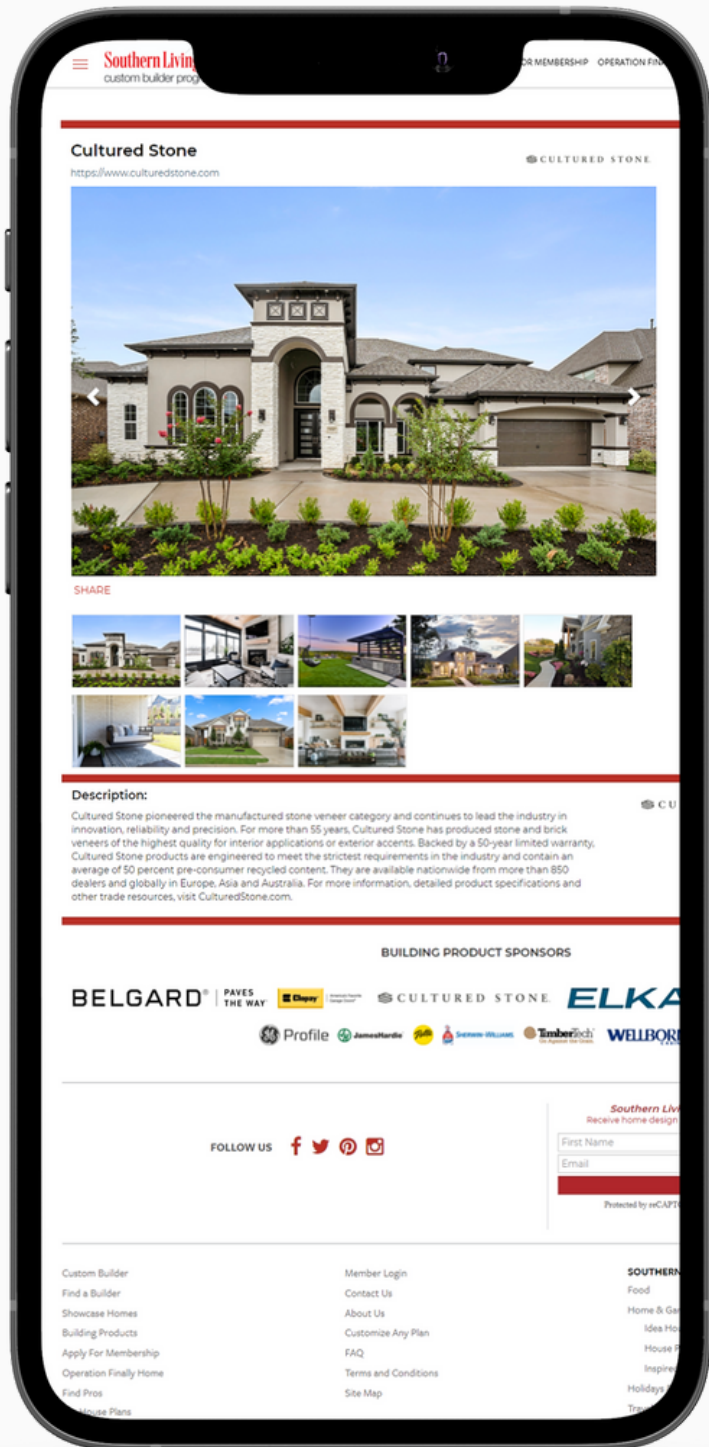
Leads are generated through plan purchases or by expressing interest in receiving product information. Marketing cultivates homeowner leads and Sales Ops directly manages builder leads and assign to appropriate ASM.

BRANDS

Eldorado Stone, Cultured Stone

AUDIENCES: BUILDERS, HOMEOWNERS

The exclusive house plan provider for Better Homes and Gardens, ENERGY STAR, and Professional Builder providing the highest quality, code-compliant house plans available online.



Southern Living's Custom Builder Program has a network of 100+ top custom home builders selected for their detailed craftsmanship, excellent customer service, and use of quality building materials in their homes.

As the exclusive MSV sponsor of this program, we have a unique opportunity to create a network of brand ambassadors and advocates among respected builders.

SOUTHERN LIVING

CUSTOM BUILDER PROGRAM

VALUE ADD

Direct access to distribute product information to top builders throughout the country.

National exposure through ads in Southern Living and a dedicated product page on SouthernLivingCustomBuilder.com.

Participation in virtual show homes and custom builder program showcase homes.

HOW YOU CAN GET INVOLVED

Let customers know that our program participation makes us the exclusive MSV brand in front of the nation's leading custom builders.

LEAD OPPORTUNITY

Any custom builder participants in the program receive product information from us and a direct follow up by the Sales Ops team.

BRANDS

Cultured Stone

AUDIENCES: BUILDERS

ADDITIONAL PROGRAMS

We utilize the following external and internal programs to generate a steady stream of qualified leads.

MORTARR

This platform delivers monthly leads list consisting of users who engage with our profile.

CADETAILLS + BIMOBJECT

The Sales Ops Team has access to view, research, and reach out to any architectural firms who have downloaded our architectural files from these platforms.

HANLEY WOOD

Our participation in Hanley Wood's CEU program means we garner any architect leads that attend our on-demand AIA course through their platform.

TRADE PUBLICATIONS

As part of our media plan, we have partnered with various trade publications to receive leads who request more product information.



The Marketing Team works closely with the Sales Operations Team to make sure any MQLs funnel into CRM where they are further qualified as SQLs and get assigned to the appropriate ASM for action.

TRADE SHOWS

Participation in top national trade shows ensures we have both visibility and access to attendees at each event.

AIA COURSE REQUESTS

AIA sign-up landing pages on our websites encourage leads to register for a future AIA course presentation.

STONE VISUALIZER

Through various lead nurturing touchpoints, we encourage any stone visualizer users to request project support.



EDUCATION + TRAINING

Explore our online education and training opportunities.



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**MARKETING SUPPORT
REQUESTS**

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GOTOMEETING

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LINKEDIN

Available for AIA and GBCI credits.

Some courses also valid for IDCEC and HSW credits.



CEU COURSES

We offer various architectural continuing education courses that can be used across all our stone brands. All courses can be presented virtually and in-person, and select courses are available on demand, with no need for an instructor.

VALUE ADD

We have multiple educational opportunities available for the architectural community to learn more about manufactured stone veneer.

HOW YOU CAN GET INVOLVED

Make your architect clientele aware that these courses are available to them for credits.

Let your distributor/dealer database know that you can present these courses on their behalf to customers.

LEAD OPPORTUNITY

We have AIA/IDCEC course sign up pages available on Eldorado Stone and Cultured Stone's websites. If someone submits a course request, Sales Ops will send the lead to the appropriate ASM.

BRANDS

All Brands

AUDIENCE: ARCHITECT

ADDITIONAL RESOURCES

For more information, and to view our course offerings, [visit the Architectural Support Programs page on CONNECT.](#)

Get knowledge straight from our experts.

TECHNICALLY SPEAKING



[ELEVATEWITHSTONE.COM/TECHNICAL](https://www.elevatewithstone.com/technical)

Visit our educational hub for expert information about installation best practices, code compliance, and technical training.

VALUE ADD

We are committed to being a driving force in the decorative stone industry by providing our customers with an unmatched depth of technical expertise, practical resources, and support.

HOW YOU CAN GET INVOLVED

Share Our Technical Page with Customers – Installation resources, technical videos, informative articles, and to “meet” our regional representatives.

Schedule an Event – Technical Trainings such as the Warranty and Code Compliance Trainings are great ways to spread brand awareness and increase knowledge.

LEAD OPPORTUNITY

Scheduling a training session with your customer and the regional Field Service Representative can drive business through increasing brand awareness, increasing educational opportunities, and by providing dedicated project support.

BRANDS

All Brands

AUDIENCE: MASON/INSTALLER

ADDITIONAL RESOURCES

- [Mason + Installer CONNECT page](#)
- [Technical + Training resource folder](#)
- [NCMA CONNECT page](#)

Training opportunity for key accounts.

Can extend to training for customer's sales force or dealer network.



MARKETING 101

Our Marketing 101 training provides our external partners with an overview of all our resources and services. It's a great way for them to understand the tools that are available to them to better promote and market our brands, and the services and support we offer as a valued partner.

VALUE ADD

Apart from a robust library of resources, our marketing department offers custom marketing services and delivers consistent updates of strategy and assets.

HOW YOU CAN GET INVOLVED

Schedule a Marketing 101 call with our team and your customers.

LEAD OPPORTUNITY

Nurturing the relationship between our marketing team and that of our partners ensures consistent brand messaging, encourages brand ambassadorship, and shows partners that we value their business.

AUDIENCE: ENTIRE VALUE CHAIN

Meet the Marketing Team and the learn about the services we offer.

ONBOARDING



Onboarding is available to new members of the WRSS team, or to those who would like to learn more about the resources and services we offer. Schedule a meeting with the Marketing Team at elevatewithstone@westlake.net

VALUE ADD

The Onboarding presentation walks through each of the resources, services, and platforms that are available to the business and to our customers. This ensures each of our team members is up to speed on how to support their partners and drive value in the market.

HOW YOU CAN GET INVOLVED

Take advantage of this training to be aware of marketing and communication strategies and the resources available for our target audience segments.

Use and share the resources presented to support your partners and their customers in the market.

LEAD OPPORTUNITY

Sharing these resources and getting involved in the programs we offer ensures we remain industry thought leaders, as well as helps to promote our brands and support our partners in sales initiatives.

AUDIENCE: INTERNAL

ADDITIONAL RESOURCES

View all available resources from this training in the [Document Library](#) on the [Marketing CONNECT Site](#).

Use the HelpDesk to submit a request for Marketing Support.



MARKETING SUPPORT REQUESTS

Submit a service request for marketing support through the HelpDesk (aka HEAT). The Marketing team uses this system to manage incoming requests, to prioritize projects, communicate progress, and report on all completed items.

VALUE ADD

To align on branding, messaging, and business strategy, the marketing team offers project support to you and your customers. This system allows us to track and prioritize requests.

HOW YOU CAN GET INVOLVED

If you have questions regarding a project, event, or would like to strategize on how we can further assist you and your goals, please contact the marketing team.

Submit requests as soon as possible as priority levels are subject to change, and keep in mind standard lead time is 2 weeks.

AUDIENCE: INTERNAL

This system is only accessible to internal stakeholders. Requests for external entities should be managed by you and entered into the system on their behalf.

ADDITIONAL RESOURCES

For more information on how to submit a service request, view the [How-To Guide on CONNECT](#).

To submit a service request, visit the [HelpDesk Support Portal](#) or click "Submit a Service Request" from the [Marketing CONNECT site](#).

A virtual conference platform that offers flexible webinar modes, interactive features, and insightful analytics

GOTOMEETING TRAINING



GoToMeeting and GoToWebinar are available for external virtual events such as AIA presentations, brand information sessions, and product showcases. Separate from Microsoft TEAMS, this platform allows you complete control of registrations, data capture, and presentation functionality.

VALUE ADD

These secure hosting platforms give us control to customize branding, extend our reach, automate communications, and interact with the audience in unique ways. No application download necessary.

HOW YOU CAN GET INVOLVED

Work with the marketing team to schedule events with your customers using this platform.

GoToMeeting is similar to TEAMS and can be used for more casual conversations.

GoToWebinar can be used for formal presentations, such as large AIA events, and in capturing in-depth analytics about participants.

LEAD OPPORTUNITY

Track attendee information and engagement and use these opportunities to engage with key players in the market and to follow up with brand/product information.

AUDIENCE: INTERNAL

ADDITIONAL RESOURCES

Visit [Best Practice Guides &Tutorials on CONNECT](#) for the "GoToMeeting Training Guide" and "Presenting in a Remote World" resource.

For in depth resources on GoToWebinar, [click here to visit their support center](#).

Visit [How to Plan your Virtual Event on CONNECT](#) to get started.

Optimize your online presence and become a brand ambassador.

LINKEDIN TRAINING



LinkedIn is the largest social network for managing connections with professionals and colleagues. Utilize this training to learn best practices, improve your social presence, and to get the most out of your interactions.

VALUE ADD

Learn how to optimize your profile, create brand awareness, share educational content, and engage in discussions to position WRSS and our teams as thought leaders in the industry.

HOW YOU CAN GET INVOLVED

Schedule a LinkedIn training with the Marketing team at elevatewithstone@westlake.net.

Maintain a presence on LinkedIn, connect and interact with your network, share thought leadership content, provide product education, and garner engagement with team members, customers, and the community.

LEAD OPPORTUNITY

LinkedIn can help you connect with like-minded individuals and foster relationships with your customers.

Become a trusted ambassador for WRSS by engaging with the community, responding to questions and comments, and providing information to help grow your network.

AUDIENCE: INTERNAL

ADDITIONAL RESOURCES

Visit the [Social Media](#) folder on the [Marketing CONNECT](#) site to view the LinkedIn Best Practice Guide and for a copy of the LinkedIn Training Presentation.



EVENTS + _____ PROMO ITEMS

Elevate your future events and
tradeshows.

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EVENT PLANNING GUIDE

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ROCKGEAR

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COMPANY STORE



EVENT PLANNING GUIDE

A comprehensive guide to get your next event off the ground and running smoothly.

VALUE ADD

To effectively align on branding, messaging and business strategy, the Event Planning Guide aims to support you in the planning process of your next event.

- Event Promotions + Strategy
- Pre + Post Show Communications
- Email Campaigns
- Branded Assets + Content
- Lead Capturing
- Booth Displays
- Product Displays/Samples
- Promotional Items

ADDITIONAL RESOURCES

Find the Event Planning Guide in the [Best Practice Guides & Tutorials](#) folder on CONNECT.

See also [How to Plan Your Virtual Event](#) for virtual presentations and events.

AUDIENCES: INTERNAL



HOW YOU CAN GET INVOLVED

Start planning your event as early as possible and use this guide as a resource along the way. It includes contact information for each department as well as information on where to find what you need.

Contact the marketing team in advance to strategize output and plan for deliverables such as displays, design, communications, and lead generation.

ROCKGEAR

A portal for ordering print items such as literature, branded materials, and event assets and displays.

VALUE ADD

Easily order print materials directly to your door or directly to your customers. Select the brand, asset, quantity needed and shipping address. Our teams will approve the request and our vendor will finalize the order. Once items ship, a tracking code will be sent to the user's email address.

This portal ensures you have access to the most up to date materials and can supply your customers with the sales and promotional items they need to do business.

Items Include:

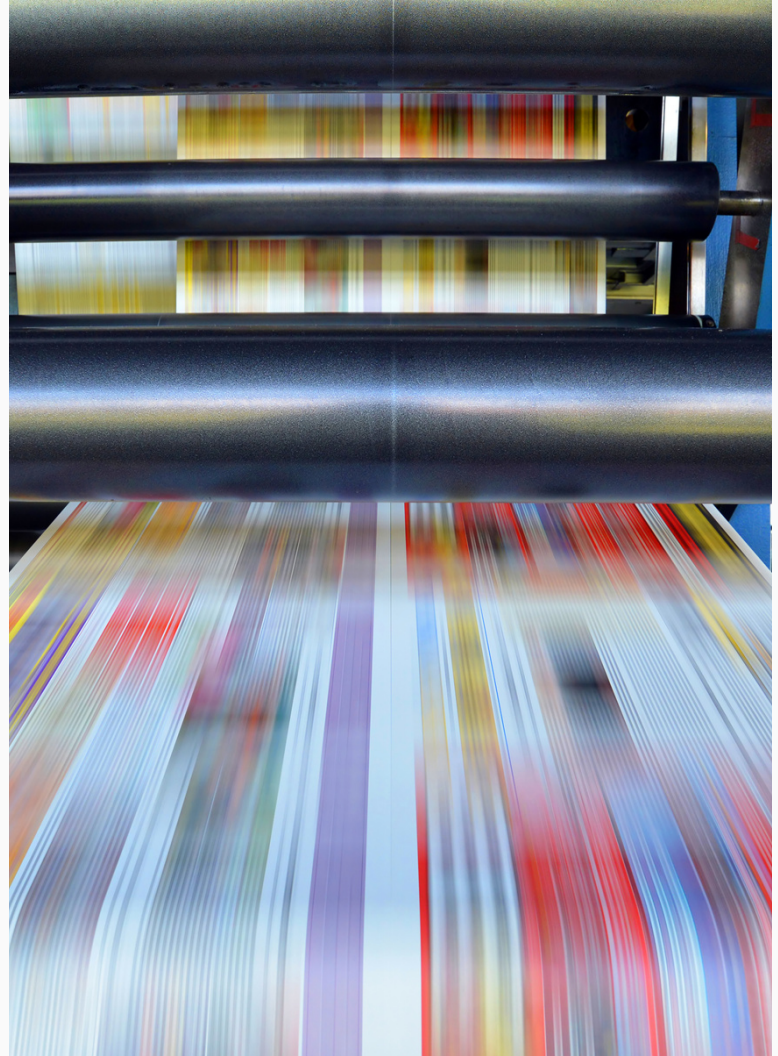
- Brochures
- Product Literature
- Pop-up Banners
- Fence Banners
- Table Cloths
- Samples

ADDITIONAL RESOURCES

Visit RockGear at www.rockgearcentral.com

Find the "RockGear User Guide" and the "Event Planning Guide" in the [Best Practice Guides & Tutorials](#) folder on CONNECT.

AUDIENCES: INTERNAL



HOW YOU CAN GET INVOLVED

Please view Rockgear for a full list of items available. If an item is low on inventory, please send an email to elevatewithstone@westlake.net to ensure we get that item replenished.

If you believe it would be beneficial to add a specific item, please contact the marketing team at the above email address.

Please be mindful of order quantities and available inventory.

COMPANY STORE

Shop Stone branded promotional items and swag via our vendor, Promoshop.

VALUE ADD

The Stone company store includes branded promotional items that are available for purchase by employees. The site includes apparel, drinkware, office supplies, and lifestyle products designed with stone brand logos.

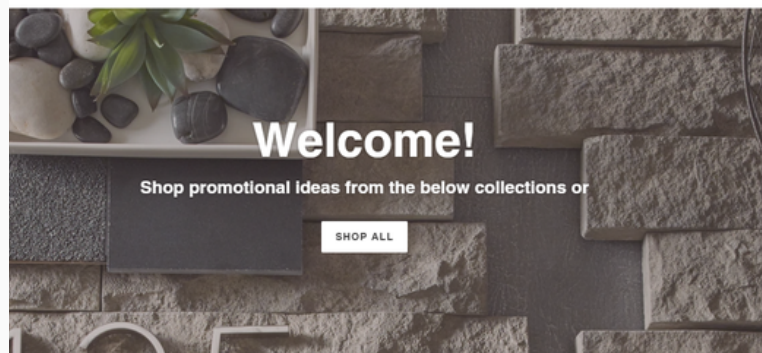
Promotional items are a great way to promote our products and interact with customers. Bring these to events or send as a gift.

ADDITIONAL RESOURCES

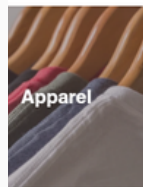
Visit the Stone Store via the [CONNECT Marketing homepage](#) or directly at <https://elevatewithstone-promo.com/>

Find the Event Planning Guide in the [Best Practice Guides & Tutorials](#) folder on CONNECT.

AUDIENCES: INTERNAL



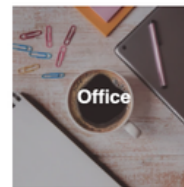
COLLECTIONS



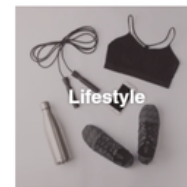
Apparel



Drinkware



Office



Lifestyle

FEATURED COLLECTION



Quality Stone
+CANVAS



20 oz Two-Tone
Himalayan Tumbler



Arctic Zone Titan Deep
Freeze 6 Can Golf



5" X 7" Spiral Stone
Paper Notebook



Carpenter Pencils
\$0.39

HOW YOU CAN GET INVOLVED

Please view the Stone Store for a full list of promotional items available. If an item is low on inventory, please send an email the Marketing team at elevatewithstone@westlake.net to ensure we get that item replenished.

If you need to place a large order or a custom order, please contact the marketing team.

There is no payment information required at checkout. Please confirm approval with your manager and be mindful of order quantities and available inventory. All charges will be billed back to your region.

BRAND RECOGNITION

Our strong focus on public and media relations paired with our close relationships with tastemakers in the industry solidifies us as brand leaders.

VALUE ADD

Media exposure and industry recognition elevate our brands by emphasizing our relevance, knowledge, and unmatched quality.

THOUGHT LEADERSHIP

Many major publications have republished our thought-leading content, showcasing us as forward-thinkers that are trusted in the A&D community.

AWARDS

Multiple brand award wins further perpetuate our position as industry leaders.



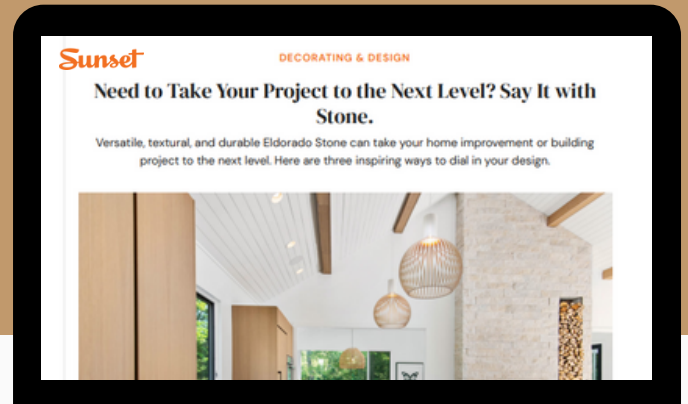
Architectural Record

Architizer



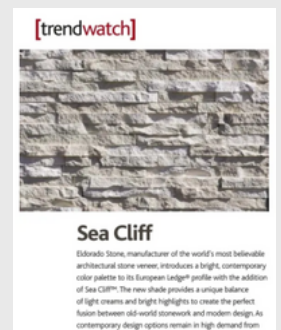
KBB

ARCHITECT



MEDIA PLACEMENTS

Partnering with a PR agency with close industry ties has helped us gain exposure in top consumer and trade publications.



This Old House

INTERIOR DESIGN

Builder

HGTV

retrofit

Forbes

HOW TO GET INVOLVED

Sell this as a value add to your customers. Share media placements and awards with customers and on social media.



CUSTOM _____ MARKETING

Discover how we can engage your customers with curated assets to meet their needs and elevate our brands.



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CUSTOM SALES PIECES

CASE STUDY 1

INTERIOR DESIGNER – FALL TRENDS

Brock White was looking to target their interior designers with a fall-themed email. We crafted a fall trends one-time send which they sent to their entire database of designers. The email highlighted design trends across multiple brands under our portfolio and included engaging photos to catch the audience's eye.

CASE STUDY 2

BRAND PORTFOLIO INTRODUCTION

Carolina Stone Products wanted to showcase how their turnkey services set them apart from other dealers. We created a three-part series that introduced our multiple brands, educational thought pieces, and Carolina Stone Product's installation and project management services.

EMAIL CAMPAIGNS

We can work together with your customer to create engaging custom email campaigns.

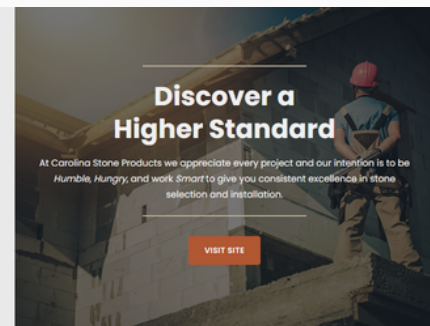
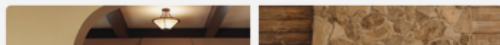
They provide us their insight and we deliver design + content.



Featured Product | Dutch Quality Stone | Winter Point - Weather Ledge

Cozy Up Your Color Palette

Warm, earthy colors are in this season. Explore using nature-inspired colors in your design like burnt oranges, terracotta, deep greens, and maroons. Pair these colors with your nature inspired stone installation.



Best in Class Products

Beautiful stonework starts with better looking stone. We work closely with the Boral Stone Division, the largest producer of architectural stone veneer in North America, to provide our customers with a robust selection of high performance products.

CULTURED STONE | ELDERADO STONE | BESTER QUALITY STONE | STONEQUEST



Cultured Stone [VIEW](#)



Eldorado Stone [VIEW](#)



Dutch Quality Stone [VIEW](#)



StoneQuest [VIEW](#)

One time sends or full series

Target specific audience segments

Provide impactful brand introductions

CASE STUDY 1

MULTI-BRAND

SiteOne requested a stock brochure that listed their whole product line. We created a cohesive multi-brand layout for them, including their locations and contact information.

CASE STUDY 2

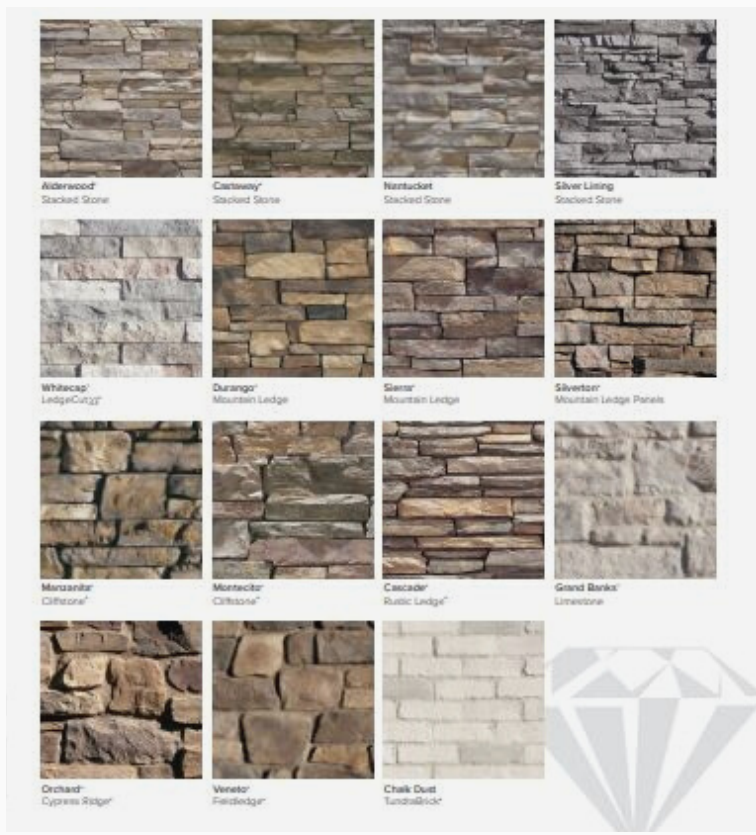
BUILDER SHOWCASE

J. Patrick Homes needed a stock brochure that showed customers their various stone options for their custom homes. We worked closely with their team to source and showcase their own photography throughout the brochure.

STOCK BROCHURES

Co-branded stock brochures help your distributors showcase their specific product offering to customers.

We can also work with builders to create a stock brochure highlighting their custom offerings.



Single brand or multi-brand brochures

Co-branded with partner logos and locations

Custom builder versions available

CASE STUDY 1

DIGITAL ADS

This suite of ads was created for Oldcastle Coastal to be included in an email blast as part of their partnership with the Florida AIA.

CASE STUDY 2

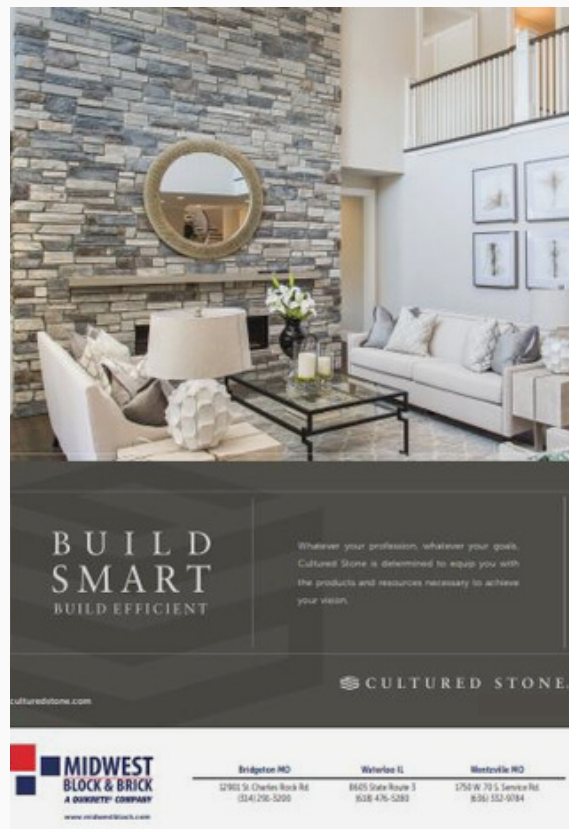
FULL PAGE CO-BRANDED PRINT ADS

These full-page print ads were developed for B&L and Midwest Block & Brick, respectively for inclusion in local print publications. The Midwest Block & Brick ad prominently featured their locations while the B&L ad included a discount incentive to customers who mentioned the ad.

AD CREATIVE

Our design team can provide beautifully crafted ads for your customers.

This keeps our brand message and vision consistent throughout the media.



Full, half, and quarter page ads

Co-branded with customer information

Print and digital ad creative available

CASE STUDY 1

MOBA STREET OF DREAMS SHOWCASE

Working closely with the regional sales team and Watkins Concrete Block, we created promotional assets to elevate our presence at the MOBA Street of Dreams in Omaha. This included a trackable QR code flyer, email campaign, and curated social posts. This event resulted in four fire bowl sales.

CASE STUDY 2

AIA VIRTUAL PRESENTATION EVENT

The Midwest Regional Team wanted to launch a virtual AIA event, targeting architects in their region. To help extend the exposure of this event we created an email template for distribution, a supporting event flyer, and a social graphic that their team could use across their social network. We also set them up on GoToWebinar to track attendee registration and conduct the AIA virtual session.

EVENT SUPPORT

We can help you launch and promote your next event to make sure you are maximizing exposure and executing trackable ROI.



The end of the year is approaching quickly, do you have the CEU credits you need?

At the Boral Stone Division, we take pride in providing educational opportunities on the products that meet your needs. We are pleased to announce that our Midwest Regional Team is offering one of our top AIA courses FREE, direct to your computer.

Course Overview

Designing Commercial Projects with Manufactured Stone Veneer

This course will walk you through the design guidelines for sustainable manufactured stone veneer buildings, including product innovations and industry-related education.



Custom Flyers

Email Templates

Social Promotion

CASE STUDY 1

PREMIUM BRAND SELL SHEET

This premium brand flyer was created for Western Materials to be included in a giveaway bag as part of their Outdoor Design Center Grand Opening. The event included 100 attendees and heavily promoted our two premium and outdoor living brands.

CASE STUDY 2

COMMERCIAL/RESIDENTIAL SELL SHEET

The Mountain-Southwest regional team wanted to create a sell sheet that local distributors could use to promote Eldorado Stone commercial and residential applications and push foot traffic into local dealer locations. The sell sheet listed the regional sales rep information along with a list of dealers for customer follow up.

FLYERS + SELL SHEETS

Custom flyers and sell sheets are a great way to showcase products and services to specific customer targets.

Premium Architectural Solutions for Inspired Living

The Stone Division offers an extensive portfolio of architectural stone veneer to meet the needs of any project level, style and lifestyle. No other material offers the depth, complexity of color, pattern, and tactile distinction as architectural stone veneer. Our product portfolio provides limitless design opportunities that suit a wide range of styles and budgets, making it easy to enhance your project's aesthetic using natural textures and authentic color palettes that are virtually indistinguishable from stone and other natural materials.



Cultured Stone

For more than half a century, Cultured Stone has produced premium manufactured stone veneer, created by the finest craftsmen. As we embrace the strong practices of excellence and artistry that define our heritage, we look ahead to create solutions that offer greater flexibility in design, meeting the design needs of today, and tomorrow.

CULTURED STONE
www.culturedstone.com

Eldorado Stone

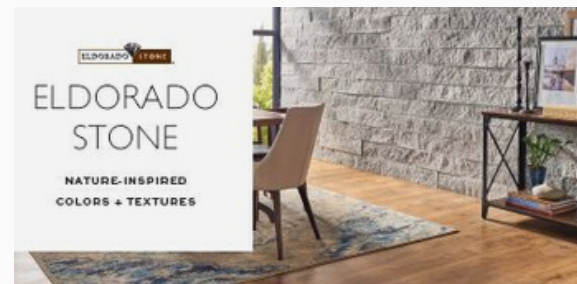
For more than 45 years, Eldorado Stone has demonstrated an undeniable passion for creating authentic products that not only elevate quality and design, but also attainability. Every piece of Eldorado Stone is created with care and detail. From casting our stones from molds made from real natural stones to hand pairing our brick and stone piece by piece.



Kindred Outdoors & Surrounds

Distinguished by craftsmanship, accentuated by freight, and designed to gather round, Kindred Outdoors & Surrounds creates memorable spaces that bring people together through thoughtful composition and functionality. With hand-forged fire bowls, fireplace surrounds, and outdoor kitchens, friends and family can commune, converse, and unwind in comfort both inside and outside of the home.

KINDRED
www.kindredliving.com



For more than 45 years, Eldorado Stone has demonstrated an undeniable passion for creating authentic products that not only elevate quality and design, but also attainability.

Every piece of Eldorado Stone is created with care and detail. From casting our stones from molds made from real natural stones to hand pairing our brick and stone piece by piece.

CHOOSE FROM 150+ STONE STYLES AND TEXTURES

- Interior
- Commercial
- Exterior
- Residential

FOR MORE INFORMATION CONTACT
Chris Wainhouse
602-668-1597
chris.wainhouse@westlola.net



FIND US AT YOUR LOCAL DISTRIBUTOR

APACHE STONE
22040 North 21st Ave, Phoenix, AZ
623-561-7625

2770 West Baseline, Apache Junction, AZ
480-671-6100

PACIFIC SUPPLY
4801 W. Coker St., Glendale, CA
623-842-1300

SUMMIT BRICK
1800 W Maricopa Freeway, Phoenix, AZ
602-258-7158

Highlight particular brands or full portfolio

Target specific audience segments

Bring exposure to regional partners

CASE STUDY 1

MODEL HOME PLACARD

Mason Steel requested signage that they could use to call out our product in model homes. This would be placed next to our stone within the home so homeowners could read and get more information about the brand and profile.

CASE STUDY 2

PARTNER BLOG POST

Utilizing knowledge from our expert partners at CSI, we teamed up to explore the topic of thin-cut natural stone and how it stacks up against manufactured stone veneer. In an ever-changing industry, this article continues to push MSV to the forefront.

CUSTOM CAMPAIGNS

We aim to provide customized support to our partners, no matter how unique the request.



ANCIENT VILLA LEDGESTONE™

A blend of regular and irregular shapes, Ancient Villa Ledgestone is the epitome of rustic charm. Add Mediterranean allure to interiors and outdoor structures with large, patchwork stone design. Dimensions (approx.) 2"-12" h x 5"-16" l.

COLORS



CULTURED STONE.



AT THE FOREFRONT OF INNOVATION:

Manufactured Stone Veneer Holds the Advantage Over Thin-Cut Natural Stone

Meet specific customer requests

Gain insight into different needs in the market

Continue to grow our brands in the industry

QR CODE POSTCARDS

TRACKABLE LEAVE BEHINDS

Our double-sided postcards are perfect leave behinds at trainings or events. Trackable QR codes on the front offer access to additional resources and space to promote a partner distributor, while the back includes sales contact information.

CRM TEMPLATES

INVITATIONS, FOLLOW UPS, PRODUCT PUSHES, INDUSTRY NEWS

We have carefully crafted standardized email templates in CRM that you can send to your customers. This includes invites and follow-ups for AIA events or WCC trainings, a campaign to push DND sales, an introduction to MORTARR, and an announcement about our NCMA committee involvement.

MULTI-USE FLYERS

SELL SHEETS, INVITES, REGIONAL DEALER SPOTLIGHTS, & MORE

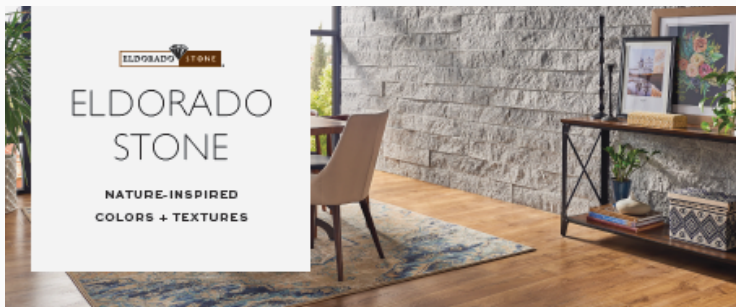
We have created a range of sales flyers can be used in digital format or printed locally for drop off at customer locations. We can customize content, add contact form fills, and incorporate partner branding.

CUSTOM SALES PIECES

We strive to elevate your sales efforts by creating custom assets to help you reach your sales goals.

Help Us Help You

Have an idea for a great piece that is missing from our asset library? Let us know and we'll work to get you what you need.



For more than 45 years, Eldorado Stone has demonstrated an undeniably passion for creating authentic products that not only elevate quality and design, but also attainability.

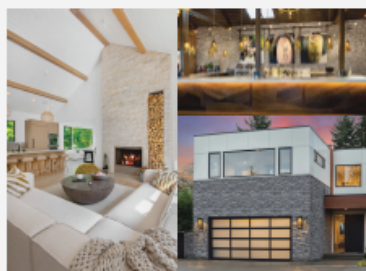
Every piece of Eldorado Stone is created with care and detail. From casting our stones from molds made from real natural stones to hand painting our brick and stone piece by piece.

CHOOSE FROM 150+ STONE STYLES AND TEXTURES

- Interior
- Commercial
- Exterior
- Residential

FOR MORE INFORMATION CONTACT:

Chris Wainhouse
602-668-1597
chris.wainhouse@westlake.net



FIND US AT YOUR LOCAL DISTRIBUTOR

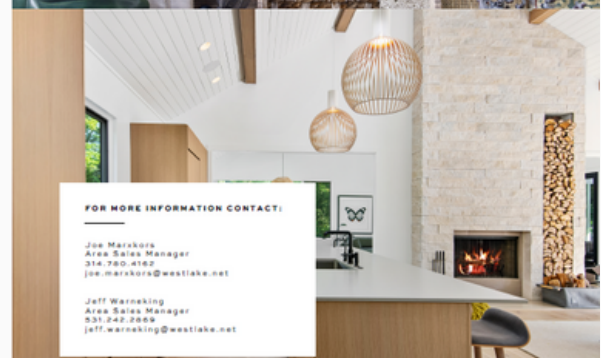
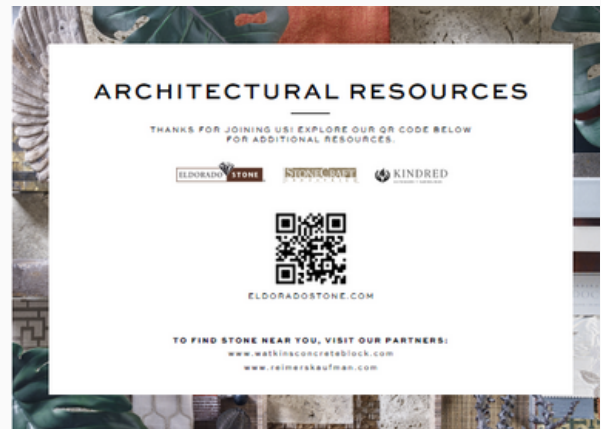
APACHE STONE

22040 North 21st Ave, Phoenix, AZ
623-561-7625

2770 West Baseline, Apache Junction, AZ
480-671-6100

PACIFIC SUPPLY

4801 W. Colter St., Glendale, CA



FOR MORE INFORMATION CONTACT:

Joe Marckors
Area Sales Manager
314-760-4167
joe.marckors@westlake.net

Jeff Werneking
Area Sales Manager
531-247-2065
jeff.werneking@westlake.net

Discover Our
Current Offerings

Visit our [CONNECT Page](#) to see all our current custom sales pieces.

FOR MORE INFORMATION

CONTACT
ElevateWithStone@westlake.net



QUICK LINKS

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CONNECT INTRANETBLDGPRODS.SHAREPOINT.COM/SITES/BNASTONEMARKETING

SUBMIT A MARKETING REQUEST BORAL.SAASIT.COM/MODULES/SELSERVICE