

ROSETTA[®]
SUMMIT
2023

CONNECT 

LEARN 

GROW 

Marketing for Sales Reps

Get to Know Us



Aaron Ausen
Director of Sales



Hardscape Nate
BC - Sales Specialist



Gerry Garcia
BC - Contractor /
Project Support



Larry Fallon
BC - Contractor /
Project Support



Gabriel Loyer
International Sales
Manager



Scott Fisher
Business Development
& Events Coordinator



Mattie Meadows
Marketing Manager



Allison Vroman
Marketing Operations
Strategist



**Lindsey Manthei
O'Connor**
Marketing Consultant



Hadley Morden
Digital Marketing
Specialist



Keith Carey
Content Creator



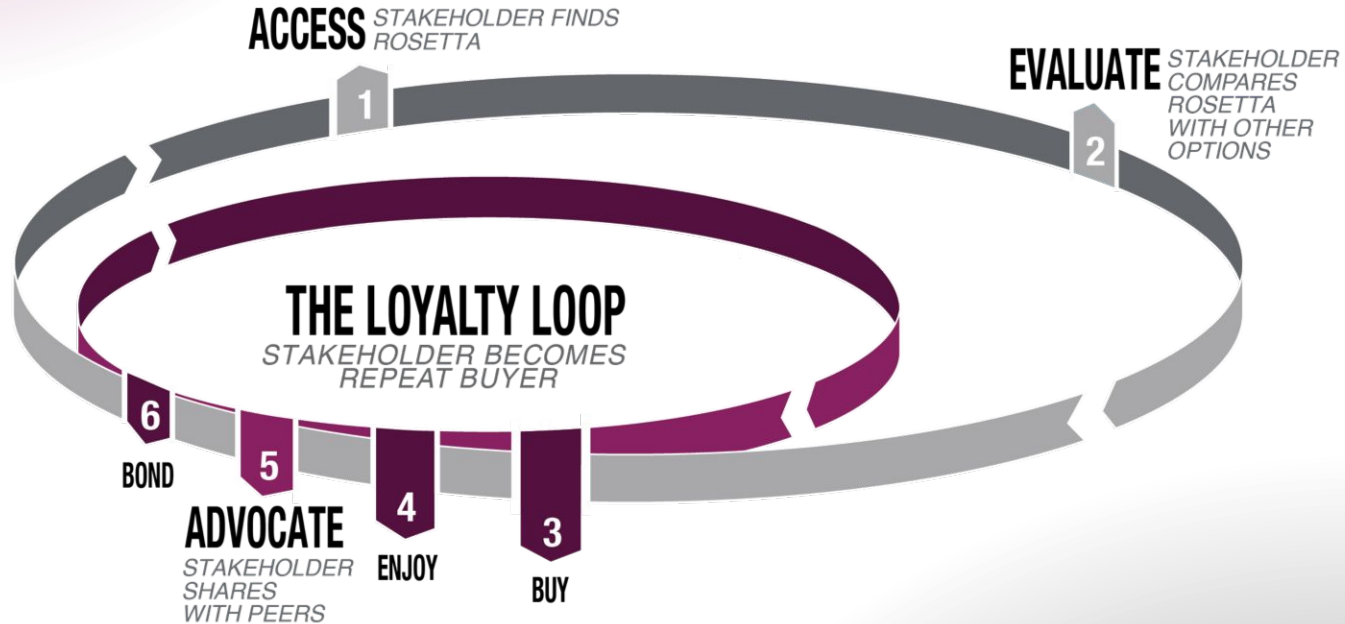
Greg Manning
Graphic Designer

Amplify the Brand

- Make the connection from Rosetta as a national brand to YOU – the local source
- Collectively grow awareness across the globe



THE CONSUMER DECISION JOURNEY



The Rosetta Consumer Decision Journey



ACCESS

- Website
- Digital Advertising
- Social Media



EVALUATE

- Website + Technical Resources
- Social Media
- Literature



BUY

- Leads Sent To You
- Zip Code Locator

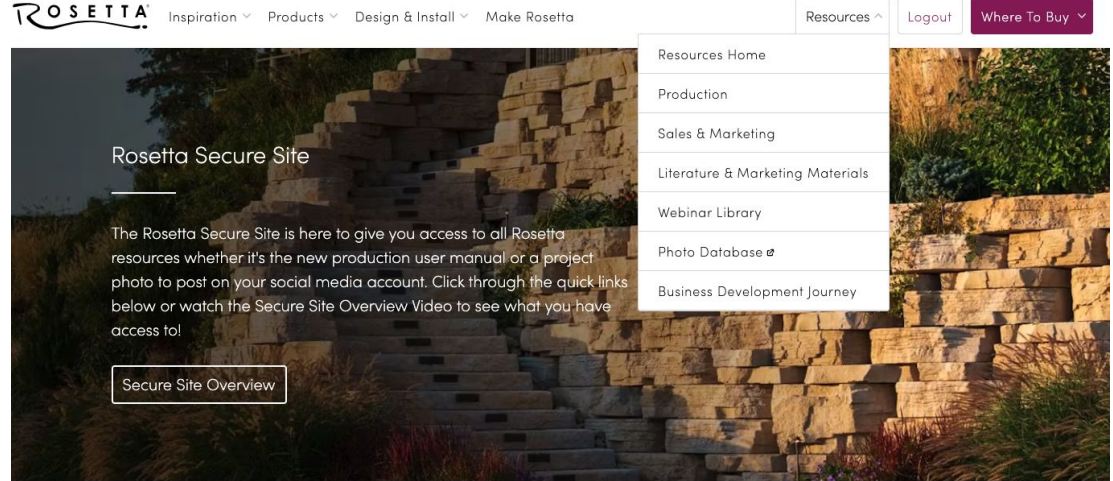


ADVOCATE

- Dealer and Contractor Engagement
- FAQ Library

Secure Site

- Everyone should have a login
- All Rosetta resources are available there



ACCESS

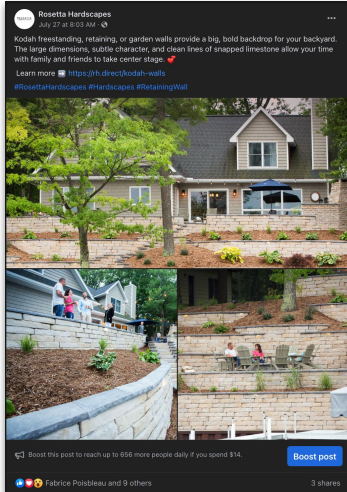
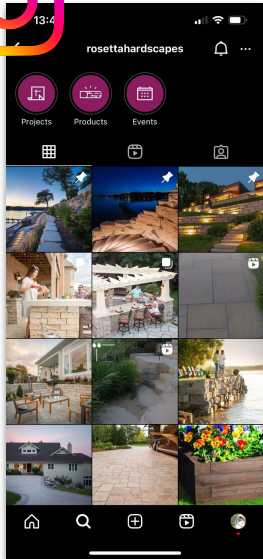
Stakeholder finds Rosetta



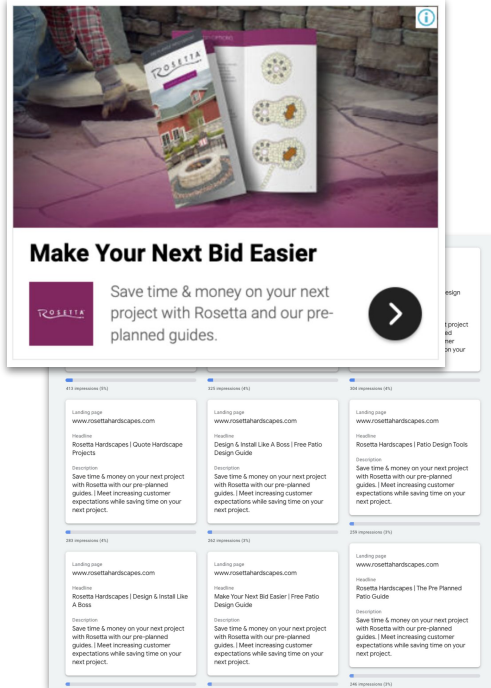


ACCESS

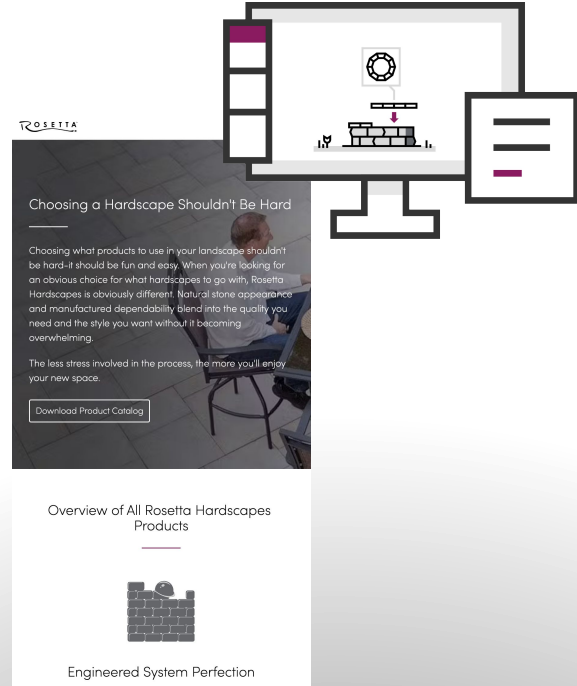
SOCIAL MEDIA



DIGITAL ADVERTISING



WEBSITE





ACCESS

Resources: Consulting

- Marketing strategy
- Connection to tools / resources
- Co-branding
- Website strategy + audits

H1
H2
H3

CTA HERE

ROSETTA

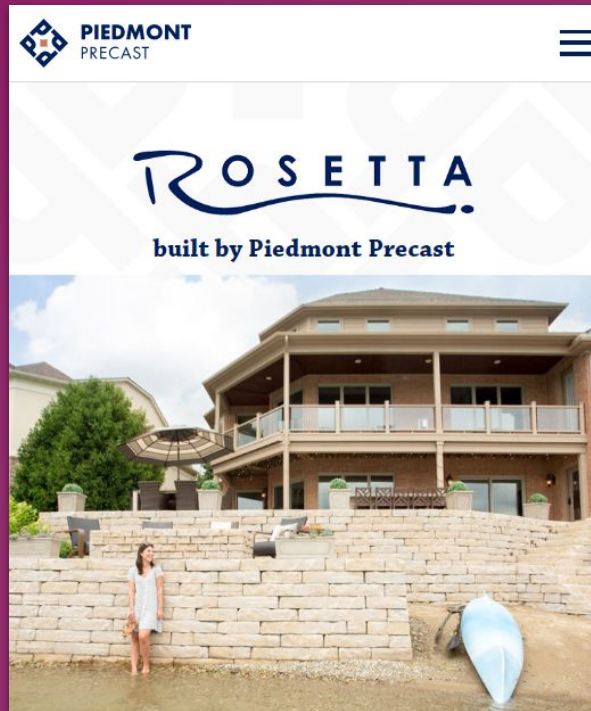
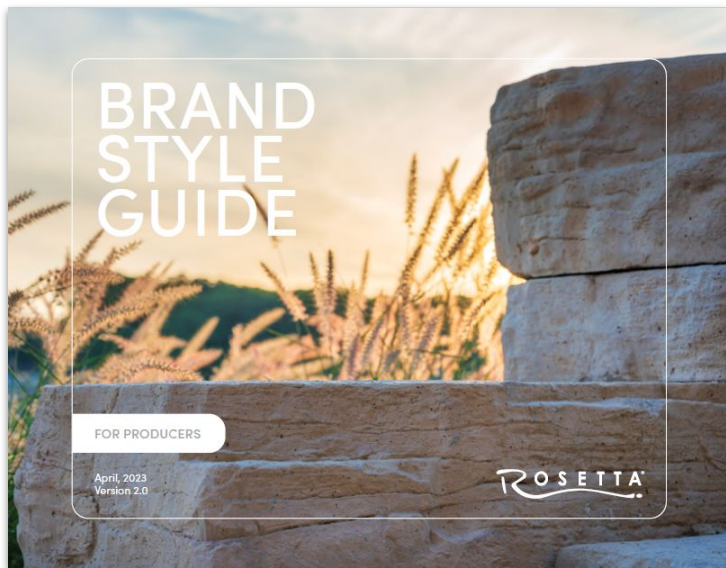
Official Licensed Producer
of Rosetta Hardscapes
rosettahardscapes.com





ACCESS

Resources: Branding



ROSETTA®

Official Licensed Producer of Rosetta Hardscapes
rosettahardscapes.com



ACCESS


Resources: Promo Items & Literature

CUSTOMER SERVICE 231.622.8899

FIVE 5 STAR

SCREEN PRINTING EMBROIDERY GRAPHIC DESIGN TEAM APPAREL PROMO ITEMS BANNERS-SIGNS CORPORATE SUPPLIERS FUNDRAISING THE TEAM

Home / Rosetta / Retractable Banner Stand



Retractable Banner Stand
\$112.00 - \$195.00

SIZE Choose an option

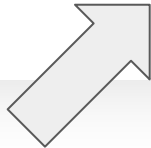
1

Buy with Pay

— OR —

Add to cart

SKU: N/A Category: Rosetta



ASTER BRANDS



All Products / Rosetta

Rosetta



Brochures

View Items



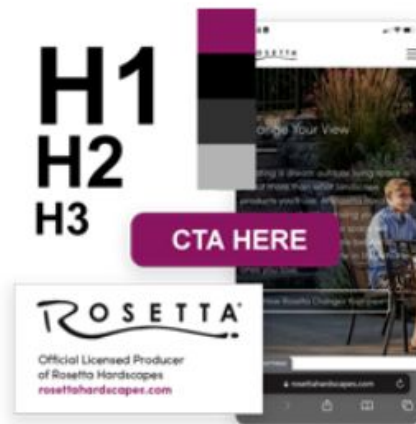
Customizable
Literature

View Items



ACCESS

Resources: Webinars



SOCIAL MEDIA BEST PRACTICES

Jan 11. at 3pm Eastern

WEBSITE BEST PRACTICES

Feb. 15 at 3pm Eastern



ACCESS

Action Item: Co-Branding

- [Logos](#)
- Co-Branded logos
- [Customizable literature](#)
- [Endorsement tags](#)

YOUR BRAND
+ ROSETTA BRAND

SUCCESS!



ROSETTA[®]
BY WOTBLOCK

ROSETTA[®]

Official Licensed Producer of Rosetta Hardscapes
rosettahardscapes.com



ACCESS

Action Item: Photo Submissions

- Send projects to photos@rosettahardscapes.com
- Highlight your projects and promote your work!



EVALUATE

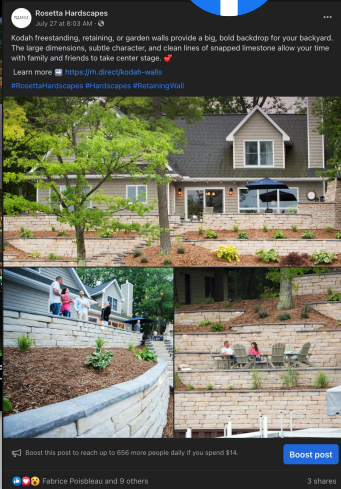
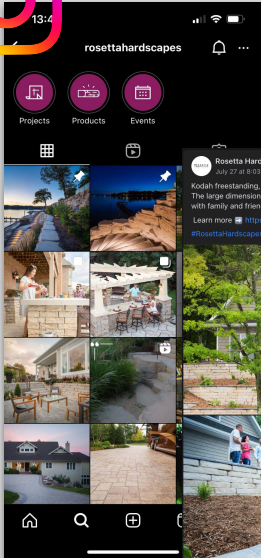
*Stakeholder compares Rosetta
with other options*





EVALUATE

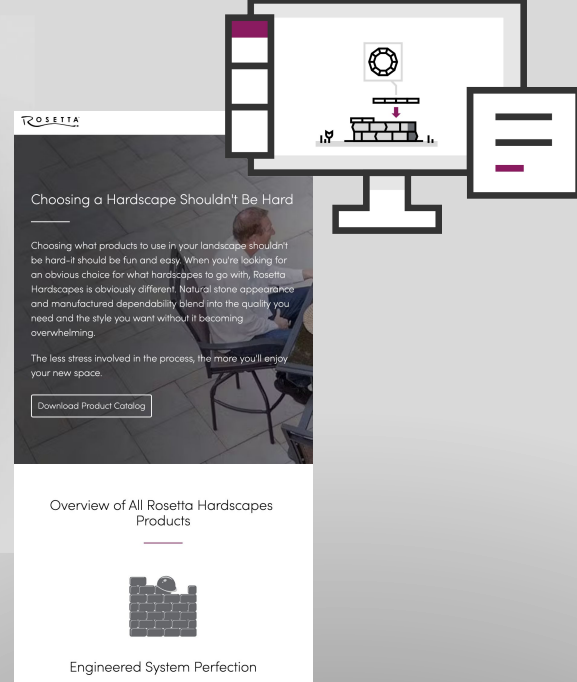
SOCIAL MEDIA



LITERATURE




WEBSITE & TECHNICAL RESOURCES





EVALUATE

Resources: Photo Database

Search... 


- Trends - Timeless
- Trends - Rustic
- Trends - Contemporary
- Water Features
- Retaining Walls
- Patios
- Walkways & Driveways
- Columns
- Fire Pits

- 
PRODUCTION
- 
SALES & MARKETING
- 
LITERATURE & MARKETING MATERIALS
- 
WEBINAR LIBRARY
- 
PHOTO DATABASE
- 
BUSINESS DEVELOPMENT JOURNEY

ROSETTA

Change Your View

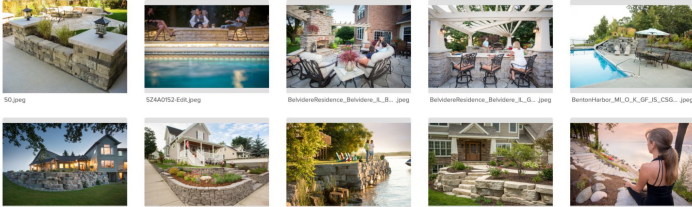
Contact Rosetta Architecture for more info.
313 664-3673
info@rosettaarchitecture.com
www.rosettaarchitecture.com

Search...  **Trends - Timeless**

A traditional look, while incorporating your unique identity.

Explore Timeless

- Trends - Timeless
- Trends - Rustic
- Trends - Contemporary
- Water Features
- Retaining Walls
- Patios
- Walkways & Driveways
- Columns
- Fire Pits



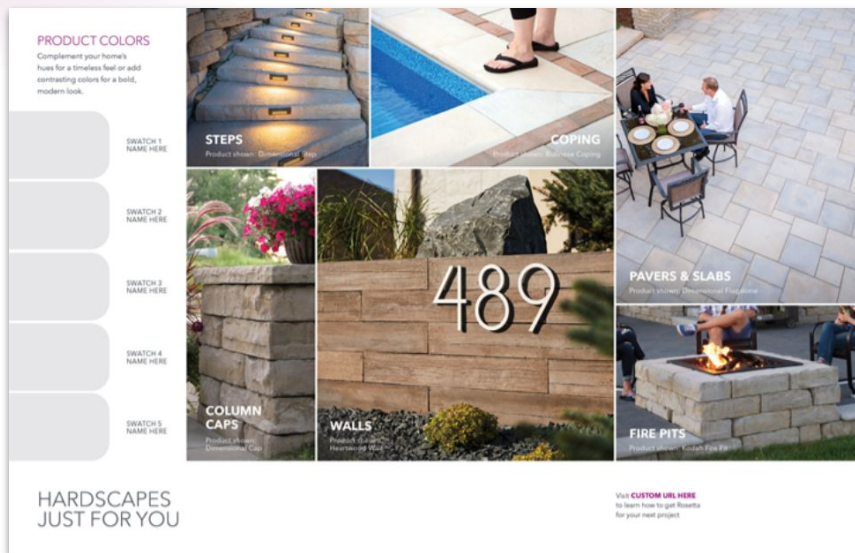
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BelvidereResidence_O_CLB_13_E08.jpeg Curtside_Potosky_MI_BW_DS_CS_.jpeg EastByResidence_Tewksbury_City_MI...jpeg GreenupResidence_O_DF_IS_7.jpeg HomeownerPhotostock_DS_OFDL_25.jpeg

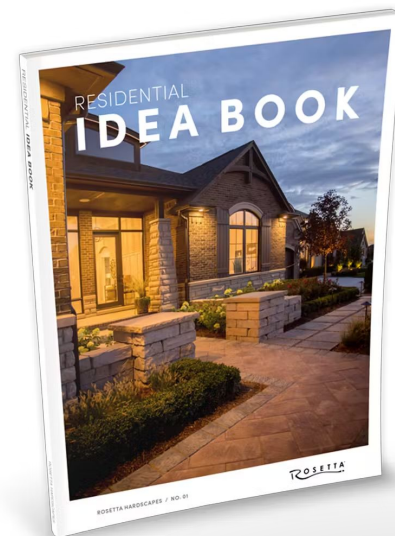


EVALUATE

Resources: Customizable Literature



Editable To Order from Rosetta



Design Files To Print Locally



EVALUATE

Resources: Link Strategy

Does your sales rep show up when linking to rosettahardscapes.com?

Color Options

Actual color availability may vary. Check with your local supplier.



Cuyahoga



Mahoning



Scioto

46176* ([Change Location](#))

ROSETTA[®]

Your Rosetta expert is
Laura Comer

Contact: Laura Comer

Phone: 740-369-7644-x2143

Email: lcomer@oberfields.com

[Visit the Producer Website](#)

[Get a Quote](#)

Postal Code: 46176 ([Change Location](#))

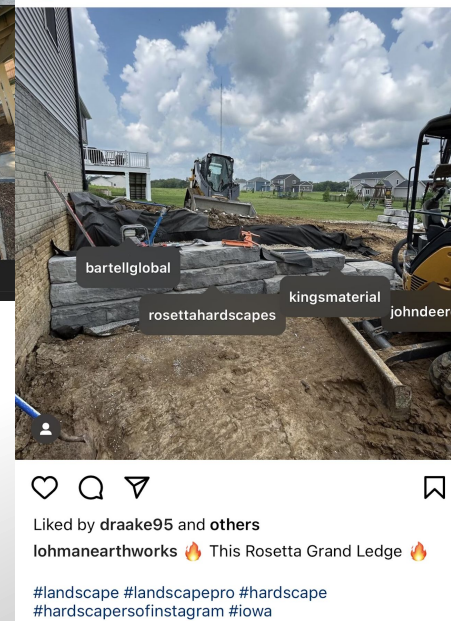
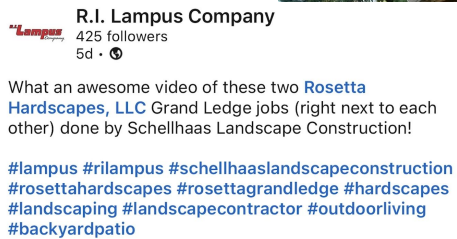
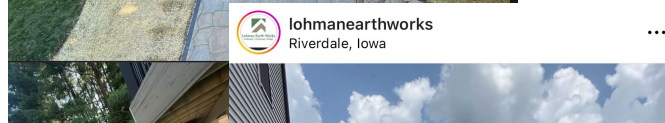
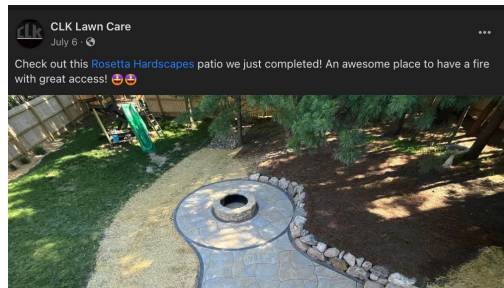


EVALUATE

Action Item: Social Media

ALL PLATFORMS

- Tagging the brand
- Engage with posts
- Hashtags
- Use Rosetta product names
- Highlight your work





EVALUATE

Action Item: Literature For Dealers

Co-branding
and
Customization



BUY

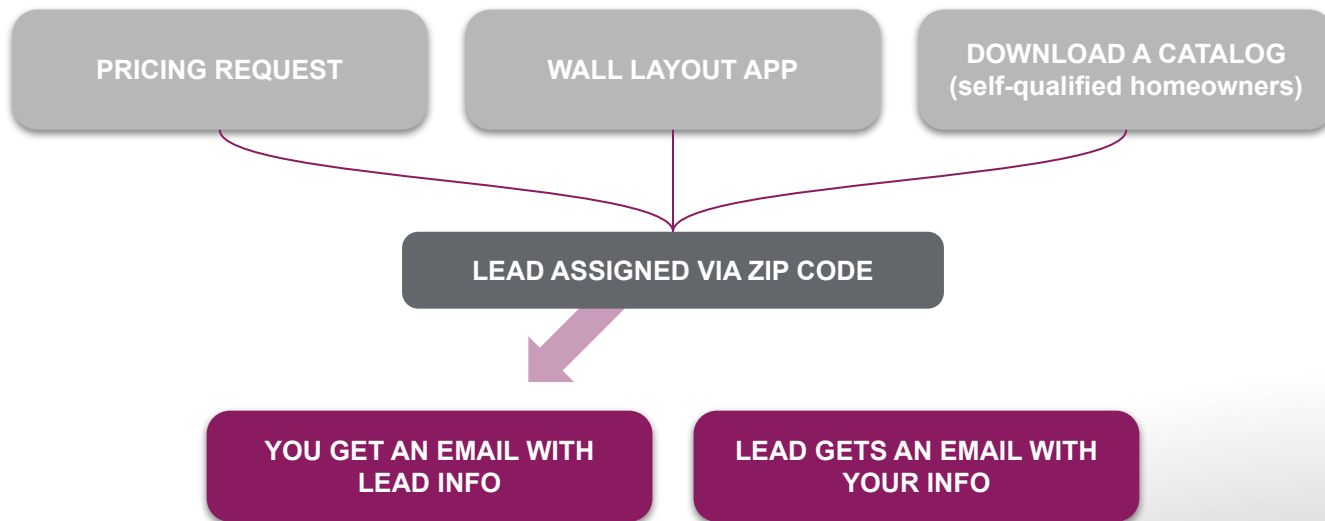
*Stakeholder chooses Rosetta
and we try to bring them into the
loyalty loop*





BUY

Leads sent to you!



ADVOCATE

Stakeholder shares with peers





ADVOCATE

Action Item: Contractor & Dealer Engagement

GOAL:

Create the Loyal
Army!

- Know the market
- Educate yourself on all aspects of the industry
- Understand the hurdles that face them
- Be a cheerleader (social media)
- Be the solution



ADVOCATE

Action Item:
Resource

GOAL:

They Ask,
You Answer!
Be Prepared

- ICPI Cleaning and Sealing document
- Efflo info sheet for homeowners/contractors
- Photo database “create albums on phone”
- Standard cross section quick sheets
- Misc tools and supplies info sheets

Questions?

Reach out to the marketing team by email
marketing@rosettahardscapes.com

Thank You Sponsors!

