

**GET IN TOUCH**

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## Credibility and Growth Achieved Through Strategic Marketing Pivot

Bull Barn Fence Factory manufactures woven wire fencing products for agricultural, industrial, municipal, and environmental applications. The company was created to serve customers in a market dominated by large, inflexible suppliers.



## CHALLENGE

-  The company entered a fencing market dominated by large suppliers that ignored customer needs. Bull Barn needed a way to differentiate itself and gain credibility as a new player.
-  Initial go-to-market strategy aimed at end users (farmers, landowners) failed to gain traction. Without pivoting, Bull Barn risked stalled growth and missed market opportunities.
-  The company lacked professional marketing tools—no website, limited sales collateral, and inconsistent branding—making it difficult to attract and convert serious B2B buyers.



## OPPORTUNITY

-  **Market Potential:** 50 Marketing saw an underserved market of professional fence installers, distributors, and industrial clients who valued quality, customization, and responsiveness.
-  **Alignment with Client Goals:** Bull Barn wanted to grow quickly while maintaining product quality and authenticity. Positioning as a B2B supplier aligned with their manufacturing strengths.
-  **Timing:** With increasing demand for fencing in solar farms, transportation, and municipal applications, the market was shifting. This was the right moment to establish credibility and scale.

# Transforming a Startup into a Recognized B2B Supplier

50 Marketing conducted discovery, assessed audience segments, and developed a branding and marketing strategy focused on B2B distribution rather than retail.



## ACTION PLAN

1

### Key Deliverables:

- Full branding package, including updated logos and identity refinements as the company expanded product lines.
- Website design and build, serving as a critical credibility builder for prospects.
- Sales collateral including trifold brochures and product literature.
- Ongoing marketing support, content creation, and messaging tailored to distributors and professional installers.

2

### Innovations:

- Pivot from retail to a two-tier B2B distribution model (distributors and dealers).
- Messaging around customization and product quality, highlighting U.S.-sourced materials and long lifespan.
- Integration of sustainability and environmental considerations (e.g., fencing solutions for solar farms allowing wildlife passage).

3

### Cross-Functional Integration:

The marketing program supported sales growth, distributor relationships, and operational scaling by providing professional, consistent tools for outreach and engagement.

## RESULTS

- Transitioned from ineffective retail strategy to a thriving B2B distribution model within four years.
- Expanded product reach into diverse sectors: professional installers, solar farms, state and federal governments, industrial facilities, and agricultural operations.
- Increased manufacturing capacity with new product lines (e.g., barbed wire, fence accessories, and premium galvanized fencing).

- Established brand credibility and recognition in the market.
- Improved sales enablement through professional website and collateral.
- Reinforced Bull Barn's reputation for quality, authenticity, and customer responsiveness.

- Strengthened company culture rooted in employee pride and community impact.
- Internal adoption of professional marketing tools improved sales and distributor relationships.
- Family involvement and workforce growth reinforced the brand's community-first identity.

