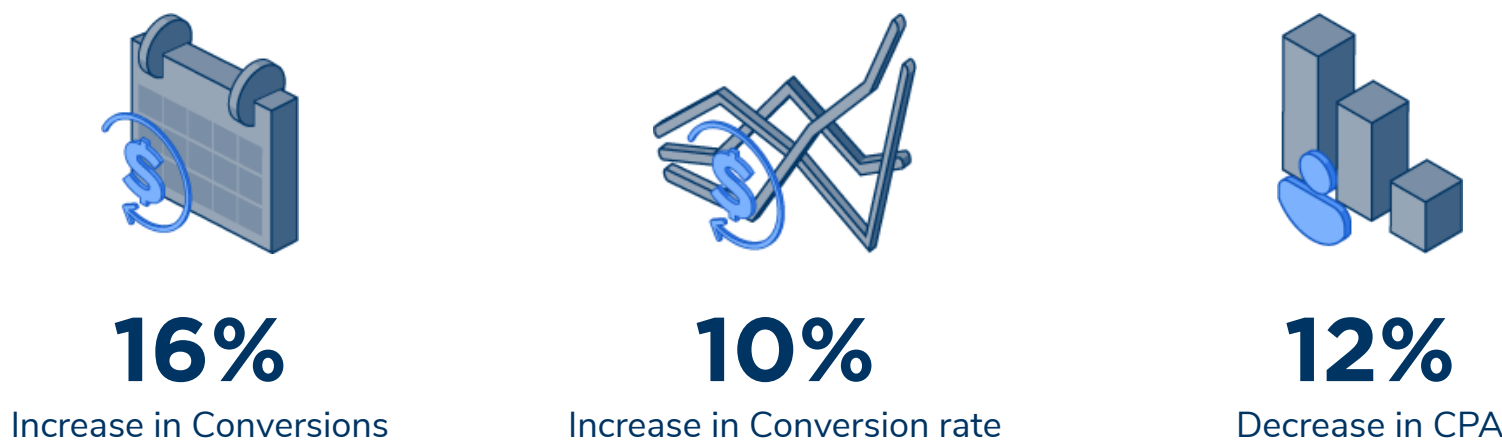


# Fencing the Future: Reinventing Marketing Success

## KEY METRICS



Even the most established companies can find themselves at a crossroads in a rapidly changing digital landscape. For Pacific Fence & Wire Co. (PFWC), a family-owned business serving the Pacific Northwest since 1921, the challenge was clear: adapt or risk being left behind. By embracing a modern conversion strategy, PFWC preserved its century-old legacy and unlocked new avenues for growth and client engagement. Here's how they transformed their marketing approach and set the stage for sustained success.

### ABOUT PACIFIC FENCE & WIRE

Established in 1921, [Pacific Fence & Wire Co.](#) (PFWC) is a family-owned business that has proudly served the Pacific Northwest for over a century. Known for its quality craftsmanship and dependable service, PFWC provides custom fencing solutions tailored to residential, commercial, and agricultural needs. Committed to excellence, they deliver best-in-class solutions that enhance security and improve aesthetics.

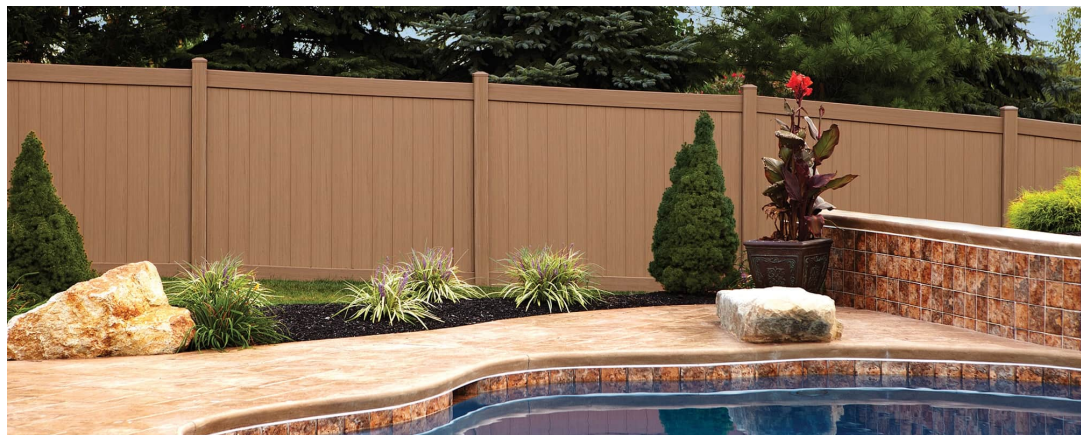


*Working with LP has streamlined our marketing efforts and produced predictability in our inbound leads and outbound marketing efforts. Not only have they helped us reach new clients without using additional budget, but they've also freed up bandwidth on our team so we can focus on best serving our customers, just as we have for the past 101 years here in the Pacific Northwest.*

— Bill Schoenheit

### PFWC Goals

- ☑ Target specific income levels to secure larger projects.
- ☑ Acquire additional significant contracts, including municipalities.
- ☑ Gain traction in non-branded campaigns.
- ☑ Expand the installation side of the business.



### New Build

Before partnering with LP in 2020, PFWC ran a small-budget Google Ads campaign that only targeted branded terms, missing out on a large portion of potential buyers looking for its services. They wanted to reshape their approach to capitalize on low-hanging fruit.

## Finding Solid Ground

PFWC was running two separate websites that LP merged into one unified online presence, streamlining their orders and directing all their business through a single channel. We tailored search and display ads by product type to differentiate intended audience demographics and measure the impact on commodities vs. high-ticket items. This is where call tracking played a crucial role in road mapping inbound lead source.

### CallRail Partnership

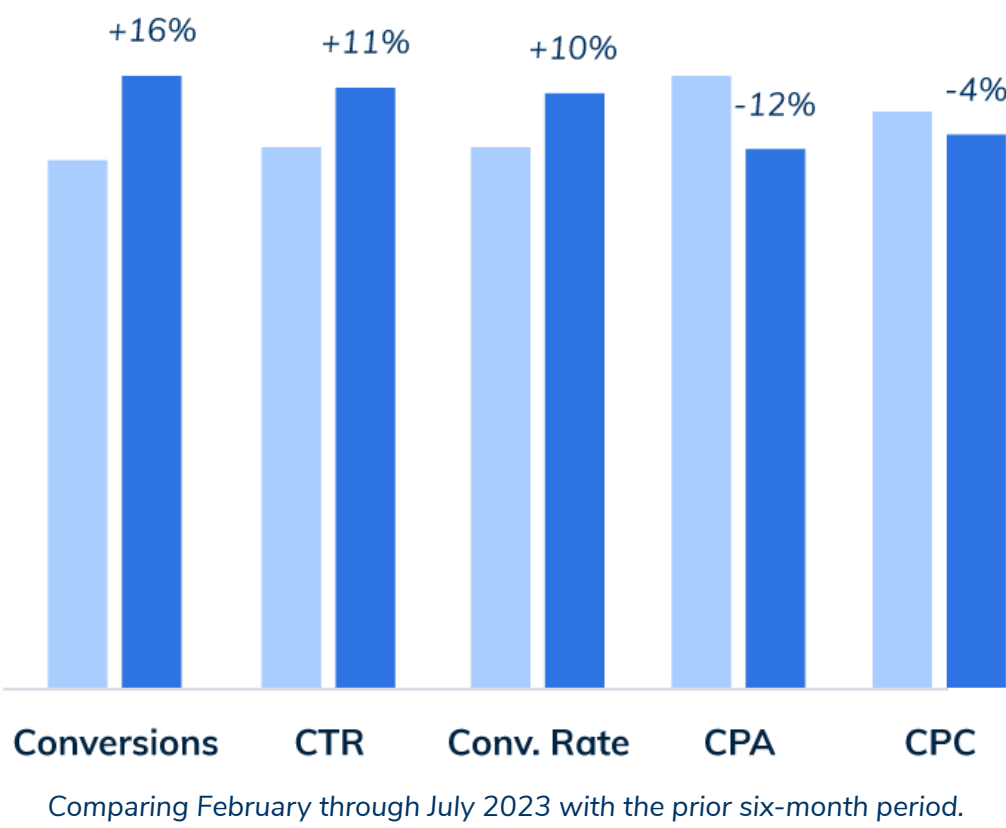
With inbound phone calls as the primary campaign objective, leveraging [CallRail](#) supplied close-rate details to attribute revenue per campaign—understanding which ads worked on which audiences allowed Pacific Fence to make data-driven decisions in real-time.



## RESULTS

Since working with PFWC in February 2020, we've helped them simplify their marketing efforts and achieve greater success with fewer resources and no wasted budget. By capturing more non-branded traffic, the results have continued to scale year over year alongside our continued strategy adjustments.

This has helped our team continue to achieve incremental gains on the account without increased budget.



### Tips For Achieving Similar Results

- ★ Beef up Google Business profile with reviews, images and promotional offers.
- 📍 Utilize social media profiles to validate and bolster your online presence.
- 📞 Implement a system to track calls as conversions across all channels to understand leads by conversion path.
- 🗂️ Segment campaigns by product or service and create separate holiday or seasonal promotions to maintain data integrity.

Ready to build up your digital strategy? Don't stay on the fence—reach out to LP today to block out the competition.

[Learn More](#)