

Funnel Force Emphasizes Behavioral Psychology as Core of Modern Marketing Strategy

November 06, 2025

ROCKINGHAM, VA - November 06, 2025 -
Funnel Force, a Virginia-based marketing and advertising firm, is highlighting the critical role of behavioral psychology in developing effective marketing strategies for businesses struggling with conversion rates despite strong visibility efforts.

The company, founded by Brent Stone and Glen Martin, has built its approach around understanding consumer decision-making processes rather than simply increasing brand exposure. This methodology addresses a common challenge facing businesses that invest heavily in advertising and social media presence but fail to see proportional returns in customer conversions.

The firm's comprehensive approach integrates psychological insights with modern marketing tactics, creating complete sales funnels that guide potential customers from initial awareness through final purchase decisions. This includes digital media campaigns, geofencing technology, creative production, and automation tools that work together to create cohesive customer experiences.

"Many companies pour resources into visibility without understanding the psychological triggers that actually

drive purchasing decisions," said Brent Stone, co-founder of Funnel Force. "Our approach bridges that gap by aligning every marketing touchpoint with the way customers naturally make decisions, creating more predictable and scalable growth patterns for our clients."

The company's methodology extends beyond traditional advertising and social media management. By designing full-funnel strategies that account for every stage of the customer journey, Funnel Force helps businesses create marketing systems that connect initial impressions with measurable conversions. Their in-house team manages all aspects of campaign creation, ensuring faster implementation, consistent brand messaging, and optimized performance across channels.

Central to the firm's offerings are its proprietary software solutions, including Proforce, a comprehensive CRM and marketing automation platform, and Leadtether, an AI-powered LinkedIn automation tool designed for B2B prospecting. These tools enable businesses to implement sophisticated marketing strategies while maintaining efficiency and scalability.

The Proforce platform provides entrepreneurs and business owners with marketing automation capabilities, including AI-driven content creation, website and funnel building, calendar scheduling, and social media management. Meanwhile, Leadtether specifically addresses the challenges of B2B lead generation by automating LinkedIn outreach with personalized, AI-crafted responses that run continuously in the cloud.

The firm's media-agnostic approach ensures that platform recommendations are based solely on performance potential rather than vendor relationships or platform incentives. This objectivity, combined with their psychological framework, allows Funnel Force to develop strategies tailored to each client's specific market and customer base.

Funnel Force serves a diverse range of industries, including eCommerce, contractors, coaches, consultants, real estate professionals, medical practices, and legal firms. Their mission focuses on making marketing simple, strategic, and effective for brick-and-mortar businesses that need to compete in an increasingly digital marketplace.

Based in Harrisonburg, Virginia, Funnel Force continues to expand its services and software capabilities to meet the evolving needs of businesses seeking sustainable growth through psychology-driven marketing strategies. The company's integrated approach combines strategic planning, creative execution, and technological innovation to help clients build marketing systems that consistently convert awareness into revenue.

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Funnel Force, LLC

Funnel Force: The force behind simple, strategic marketing. We help brick-and-mortar businesses grow with CTV, OTT, geofencing, lead gen, and social media?driven by integrity, excellence, and strategy.

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