

Funnel Force Reveals Integrated Media Buying Strategies Firm Drive Results for Mid-Market Businesses

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ROCKINGHAM, VA - January 02, 2026 -
Funnel Force, a precision marketing firm specializing in integrated media campaigns, today announced that its coordinated approach to advertising has demonstrated significant performance improvements for mid-market businesses seeking sustainable growth rather than short-term marketing wins.

The announcement comes as businesses across various industries face rising advertising costs and increased competition for consumer attention. According to the company, its integrated approach aligns social media, video content, and connected television advertising under unified long-term strategies, producing compounding results that exceed traditional isolated campaign performance.

A recent campaign for a Virginia automotive dealership illustrates the potential impact of coordinated media strategies. The dealership, which had averaged approximately 44 vehicle sales each November over the past three years, recorded 76 vehicle sales this past November after implementing an integrated approach that aligned messaging and creative elements across multiple platforms. The dealership had maintained various forms of advertising for years, but the coordinated strategy marked a significant shift in how those channels

worked together.

"Most businesses are already marketing, but those efforts often operate independently," said Brent Stone, a representative at Funnel Force. "When social media, video, display, and connected TV are aligned under one strategy, each channel reinforces the others. The challenge isn't finding new tactics?it's making existing investments work together more effectively."

The integrated approach combines several key elements that work in concert. Social media management follows a long-term content strategy designed to build familiarity and trust within local markets. Professionally produced video content distributed through connected TV platforms extends reach while reinforcing brand recognition established through social channels. The company's precision targeting capabilities allow businesses to reach specific audiences based on location and behavior patterns, ensuring marketing messages reach the most relevant potential customers.

Connected TV has emerged as a particularly valuable component of integrated strategies, offering the storytelling capabilities of traditional television with more precise targeting and measurable delivery metrics. When paired with consistent social messaging, the format allows brands to maintain visibility without overwhelming audiences or depleting marketing budgets through inefficient spending.

Marketing analysts observe that the shift toward integrated media buying reflects broader trends across mid-market businesses. Rather than pursuing isolated campaigns that may produce temporary spikes in activity, companies increasingly seek predictable, sustainable growth through coordinated marketing efforts that build momentum over time.

"Compounding is often overlooked in marketing," Stone noted. "When businesses stay consistent and allow strategies time to mature, results can accelerate faster than expected. The key is patience and disciplined execution rather than constantly chasing the next marketing trend."

Funnel Force provides customizable marketing packages designed to fit the unique needs of each business, ranging from basic social media management to comprehensive campaigns that include graphic design, content creation, and paid advertising management. The company works with businesses across multiple industries, tailoring its integrated approach to specific market conditions and business objectives.

As businesses evaluate their advertising investments for the coming year, integrated media buying strategies represent a practical alternative to fragmented marketing efforts that often fail to produce lasting results.
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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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