

Funnel Force Expands Marketing Strategy Services to Address ROI Challenges for Growth-Focused Businesses

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Funnel Force, a Harrisonburg-based marketing and advertising firm, has expanded its strategic consulting services to help businesses transform disconnected marketing efforts into systematic revenue generation. The expansion comes as companies increasingly struggle to demonstrate clear returns from their marketing investments despite rising digital advertising costs.

The firm's enhanced approach focuses on creating alignment between marketing visibility and business outcomes by mapping complete customer journeys from initial awareness through final conversion. This methodology addresses a common challenge where businesses generate substantial online attention but fail to convert that visibility into predictable revenue streams.

According to Brent Stone, co-founder of Funnel Force, many organizations experience diminishing returns from their marketing efforts because they treat each channel as an isolated initiative rather than part of an integrated system. "Companies often have strong individual marketing components, but without strategic orchestration, those components work against each other instead of building momentum," said Stone. "Our

expanded services help businesses identify exactly where prospects disconnect from their journey and implement targeted solutions to bridge those gaps."

The expanded services encompass comprehensive marketing audits, customer journey mapping, conversion optimization, and multi-channel campaign coordination. By analyzing existing marketing performance data and customer behavior patterns, the firm identifies specific friction points that prevent interested prospects from becoming customers.

This systematic approach extends across the company's full suite of capabilities, including latest digital technology, broadcast, social media management, and proprietary software solutions. The firm's Proforce platform provides customer relationship management tools that enable businesses to track interactions across touchpoints.

The expansion reflects growing demand from businesses seeking accountability in their marketing investments. Recent industry data shows that while digital advertising spending continues to increase annually, conversion rates have remained relatively flat across most sectors. This disconnect has prompted organizations to seek partners who can demonstrate clear connections between marketing activities and business growth.

Funnel Force differentiates its approach by maintaining platform independence, allowing recommendations to be based solely on performance potential rather than media partnerships or technology preferences. This objectivity enables the firm to construct marketing strategies that leverage the most effective channels for each client's specific audience and objectives.

The firm's integrated methodology has particular relevance for businesses operating in competitive markets where customer acquisition costs continue to rise. By optimizing the entire customer journey rather than individual touchpoints, companies can improve conversion rates while reducing overall marketing waste.

Stone emphasized that successful marketing transformation requires commitment to strategic thinking not just tactical execution. "Most businesses don't need more marketing activity; they need better coordination of existing efforts," he explained. "When marketing functions as an integrated system, every dollar spent contributes to measurable business growth rather than just generating activity metrics."

Funnel Force serves businesses across multiple industries from its Virginia headquarters, providing both strategic consulting and implementation services. The company was founded by Brent Stone and Glen Martin with the mission of helping organizations build sustainable growth through precision marketing strategies.

The firm also has a LinkedIn automation platform that streamlines professional networking and lead generation activities.

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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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