

Funnel Force, LLC Addresses LinkedIn Outreach Challenges with Strategy-First Approach to B2B Prospecting

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Funnel Force, LLC, a marketing and advertising firm based in Harrisonburg, Virginia, is addressing widespread challenges in LinkedIn B2B prospecting by emphasizing strategic relationship-building over high-volume automation tactics. The company's approach centers on treating LinkedIn as a long-term relationship environment rather than a mass outreach channel.

The shift comes as businesses increasingly report diminishing returns from traditional LinkedIn prospecting methods. According to the company, inbox fatigue has reached critical levels as automation tools flood the platform with generic outreach attempts. Funnel Force maintains that the problem lies not with LinkedIn itself, but with how organizations typically approach the platform.

Co-founders Brent Stone and Glen Martin bring nearly two decades of combined experience in advertising, strategy, and sales to their LinkedIn methodology. Their philosophy prioritizes credibility, conversation quality, and appropriate timing over message volume.

This strategic approach led to the development of Leadtether, a LinkedIn automation and workflow platform designed to support intentional outreach rather than replace human engagement. Unlike traditional automation tools that prioritize sending volume, the platform helps businesses maintain visibility without overwhelming connections, track conversations across extended buying cycles, and build repeatable workflows that preserve human context.

"Most people don't need more messages in their inbox," said Brent Stone, Co-founder of Funnel Force. "They need fewer messages that actually connect with the people receiving them. When your profile, message, and timing aren't aligned, automation just makes the problem obvious."

The distinction between automation and detachment forms a core principle of Funnel Force's methodology. The company argues that while automation can reduce operational friction when used correctly, misapplication removes humanity from business communication. Their platform operates between these extremes, handling operational mechanics while allowing users to focus on relevance, messaging, and timing.

Funnel Force's approach reflects broader industry trends toward sustainable LinkedIn strategies. As short-term campaign tactics show diminishing effectiveness, more organizations seek consistent, long-term methods for building professional relationships on the platform. The company's emphasis on strategy before tactics resonates with teams looking to move beyond quick wins toward sustainable growth.

Business professionals interested in learning more about these LinkedIn strategies can connect with Brent Stone at https://www.linkedin.com/in/brentstoneofficial/ and Glen Martin at https://www.linkedin.com/in/glenmartin90/ for insights into their methodology.

The same principles guiding Funnel Force's full-funnel marketing work inform their LinkedIn strategy. Systems support people rather than replace them, strategy precedes tactics, and growth emerges through alignment rather than shortcuts.

Funnel Force is a marketing and advertising firm headquartered in Harrisonburg, Virginia, serving businesses throughout Virginia and the surrounding region. The company specializes in full-funnel marketing strategy, geofencing and digital media campaigns, social media management, and SaaS solutions. Founded by Brent Stone and Glen Martin, Funnel Force helps businesses design systems that turn attention into action through clear strategy and disciplined execution.

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For more information about Funnel Force, LLC, contact the company here:Funnel ForceBrent

Stone5407676561info@funnelforce.co4155 Quarles CourtRockingham, VA 22801

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.

Website: http://www.funnelforce.co

Email: info@funnelforce.co

Phone: 5407676561

