

Funnel Force Announces Case Study Highlighting Virginia Local Business Marketing Success

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ROCKINGHAM, VA - January 28, 2026 -
Funnel Force, a precision marketing services firm, today announced the release of a detailed case study documenting the marketing transformation of Virginia Shed Company, which achieved a doubling of year-over-year sales through strategic digital marketing implementation.

The case study started on January 14, 2026, when Brent Stone, Founder of Funnel Force, got a phone call he did not expect. Quinn Showalter, one of the owners of Shed Solutions, was on the line. The message was simple and hard to ignore. They had already surpassed double their January 2025 sales, and the month was not even halfway over.

For a shed company that had only been in business a few years, the result stood out. January of the previous year had been solid. Nothing alarming. Nothing extraordinary. Just steady growth for a young custom shed and outdoor structure company serving Dayton, Bridgewater, and Harrisonburg, Virginia.

What changed was not one ad or a short-term campaign. Shed Solutions partnered with Funnel Force midway through the second quarter of 2025 with a very specific goal: build a real brand foundation that would

support long-term growth, not just quick wins. That work started with clarity. Who they were. Who they served. And how their craftsmanship should be represented online.

One of the first major steps was rebuilding the website from the ground up. The new site was designed to match the company?s identity and give customers an easier way to explore custom sheds, greenhouses, cabins, and tiny home shells. A 3D build feature allowed visitors to design their structure before ever picking up the phone. It was practical, visual, and aligned with how customers actually make buying decisions.

From there, the focus expanded into consistent display media presence, targeted CTV advertising, and SEO support, which directed interested parties to a good website built to support both short-term demand and long-term brand trust.

Rather than chasing impressions for the sake of volume, the strategy emphasized reaching homeowners who were actively in the market for outdoor storage and structure solutions. Programmatic video and geofencing display ads were used carefully, supporting the broader brand message rather than trying to replace it.

According to Showalter, the difference was obvious. ?Brent and Glen at Funnel Force have taken our company to the next level,? Showalter said. ?They are not a marketing company that just wants to sell you ads. They truly want to see you succeed long term. We are now trusting Funnel Force with most of our marketing budget, and the real numbers show it is working.?

He also pointed to the website as a major shift. ?They built us a website that we absolutely love. It matches our brand, it is user-friendly, and it represents who we are really well. Brent and Glen are knowledgeable, passionate, and genuinely fun to work with. They know what they are doing.?

For Stone, the January phone call was confirmation of the approach. ?When Quinn called and told me they had already doubled their previous January sales with half the month left, it was exciting,? Stone said. ?But more than that, it reinforced what we believe. When you focus on brand, clarity, and reaching the right people consistently, the numbers tend to take care of themselves.?

Today, Shed Solutions continues to grow, supported by a marketing foundation designed to scale with the business rather than chase the next trend.

Funnel Force specializes in precision marketing services for businesses across various industries, offering expertise in social media management, digital advertising, and lead generation. The company's technology platform enables targeting of specific geographic areas, from individual locations to regions encompassing up

to one million potential customer touchpoints. Their approach combines advanced targeting capabilities with strategic brand development to help businesses achieve sustainable growth through enhanced digital presence and customer engagement.

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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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