

Funnel Force, LLC Introduces Full-Funnel Marketing Framework for Sustainable Business Growth

February 25, 2026

ROCKINGHAM, VA - February 25, 2026 -
Funnel Force, LLC, a Harrisonburg-based marketing and advertising firm, today announced the formalization of its comprehensive full-funnel marketing framework designed to help businesses align their awareness, engagement, and conversion strategies into a single cohesive system. The framework addresses a critical challenge facing many organizations where marketing efforts operate in isolation, creating gaps that reduce effectiveness and increase costs.

The company developed this structured approach after identifying that most marketing strategies fail not from lack of effort, but from disconnected execution across different channels. Traditional approaches often treat advertising, social media, websites, and follow-up systems as separate entities rather than integrated components of the customer journey.

"Marketing doesn't necessarily break at the top or the bottom of the funnel," said Brent Stone, co-founder of Funnel Force, LLC. "It breaks when each stage isn't intentionally connected to the next. Our framework ensures every touchpoint works together toward a unified objective."

The full-funnel framework emphasizes strategic planning before tactical execution. Each campaign is designed with clear intent, ensuring creative elements, media placement, and follow-up systems work toward shared objectives. This alignment enables businesses to allocate budgets more effectively and make data-driven decisions based on actual performance metrics rather than assumptions.

Funnel Force, LLC executes all strategies in-house across digital media, geofencing, creative production, and automation systems. This integrated approach maintains consistency across every customer touchpoint while allowing the firm to adapt quickly to changing market conditions and client needs.

The framework particularly benefits businesses struggling with transition points in their marketing funnel. Rather than simply driving traffic, the system focuses on guiding prospects through each decision point with appropriate messaging and clear next steps. This methodology helps organizations identify where interest drops off, where messaging loses clarity, and where friction prevents desired actions.

By taking a platform-agnostic approach, Funnel Force, LLC ensures recommendations are guided by business goals rather than channel preferences. The company's diverse service offerings include geofencing and location-based advertising, social media management, and proprietary SaaS solutions including Proforce CRM and Leadtether, a LinkedIn automation platform.

"Most businesses don't have a traffic problem; they have a transition problem," explained Stone. "Attention is generated, but there's no clear next step. When that happens, spending increases without improving outcomes. Our framework addresses these gaps systematically."

The introduction of this formalized framework comes as more organizations seek to simplify their marketing operations while improving measurable results. The approach represents a shift from fragmented tactical execution to integrated strategic planning, helping businesses build sustainable growth through connected marketing systems.

Funnel Force, LLC is a marketing and advertising firm headquartered in Harrisonburg, Virginia. Founded by Brent Stone and Glen Martin, the company specializes in geofencing and digital media campaigns, comprehensive social media management, and innovative SaaS solutions. The firm serves businesses throughout Virginia and surrounding regions, helping them design and implement full-funnel marketing strategies that drive measurable, sustainable growth through integrated campaign development and execution.

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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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