

Funnel Force Announces Expanded Lead Generation Systems for Brick and Mortar Businesses Seeking Measurable ROI

April 16, 2026

ROCKINGHAM, VA - April 16, 2026 -
Funnel Force, a Virginia-based digital marketing firm, has announced the expansion of its 5-Stage Growth System to serve more brick-and-mortar businesses nationwide struggling to connect their marketing spend to actual revenue. The company's systematic approach addresses a critical gap in local business marketing where studies show 25 to 40 percent of advertising budgets generate activity without attribution.

The expansion comes as brick-and-mortar businesses increasingly demand transparent, results-driven marketing partnerships that move beyond traditional metrics. Funnel Force's integrated system combines geo-targeted advertising, programmatic display, connected TV advertising, and conversion-focused landing experiences to create a complete customer journey from awareness to advocacy.

"Most local businesses have been sold individual tactics without anyone engineering how those pieces connect," said Brent Stone, Co-Founder of Funnel Force. "Business owners receive reports full of numbers that look impressive, but they have no way of knowing whether any of it actually drove customers through their doors. Our 5-Stage Growth System changes that by treating every marketing dollar as an investment

that must show measurable returns."

The firm's approach differs from traditional agency models by focusing exclusively on revenue-generating outcomes rather than vanity metrics. Through integrated social media management across Facebook, Instagram, LinkedIn, and YouTube, combined with sophisticated tracking and attribution technology, Funnel Force creates marketing systems that connect digital activity to physical business results.

The expansion of Funnel Force's services comes at a time when brick-and-mortar businesses face increasing pressure to compete with e-commerce while operating on tighter margins. The company's 4.9-star Google rating and growing client base across industries including financial services, legal, retail, agriculture, fitness, and professional services reflect the demand for accountable marketing partnerships.

Recent case studies demonstrate the effectiveness of their systematic approach. A financial services firm working with Funnel Force generated 18 qualified leads resulting in approximately one million dollars in assets ready for rollover through targeted Meta Ads campaigns. A local service business nearly doubled its monthly revenue in under seven months through connected TV and programmatic display implementation. Another retail and service business achieved four consecutive record revenue months through an integrated display and social media strategy.

Funnel Force serves clients across the United States, providing services that include content strategy and creation, paid social campaigns, community management, performance tracking and reporting, profile and page optimization, and strategic consulting. Each client engagement begins with a comprehensive discovery and audit phase, followed by strategy development, campaign launch, and continuous optimization based on performance data.

The company was founded by Glen Martin and Brent Stone with the mission of transforming how brick and mortar businesses approach marketing. Based in Virginia, Funnel Force partners with businesses both locally and nationwide to build marketing systems that generate predictable, measurable growth through precision traditional and digital advertising and full-funnel lead generation strategies.

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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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