

Funnel Force, LLC Expands Geofencing Advertising Services for Virginia Businesses Seeking Precision Marketing

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Funnel Force, LLC, a Virginia-based marketing and media strategy firm, has expanded its location-based advertising capabilities to help local businesses achieve more precise audience targeting through advanced geofencing technology and integrated marketing strategies.

The expansion comes as businesses across Virginia increasingly seek alternatives to broad-reach advertising campaigns that often result in wasted spending. The company's enhanced services combine polygon-based geofencing with programmatic display advertising, connected television, and comprehensive lead generation systems to create more efficient marketing campaigns.

Brent Stone, Partner and Chief Marketing Officer at Funnel Force, LLC, explained that modern location-based advertising has evolved significantly from its early implementations. "Businesses today need more than simple radius targeting around their locations. They need the ability to reach consumers based on actual behaviors and visitation patterns, then continue that engagement across multiple digital channels," Stone said.

The expanded services address common challenges businesses face with traditional advertising approaches. Rather than relying solely on demographic targeting, the company's geofencing technology allows businesses to build audiences based on verified location visits to competitor locations, events, trade shows, and specific venues. These audiences can then be reached through display advertising, streaming television ads, and social media campaigns long after they leave the original location.

According to industry data, programmatic advertising now represents the majority of digital display advertising purchased in the United States, reflecting a broader shift toward data-driven marketing strategies. This trend has accelerated as businesses demand greater accountability and measurable results from their advertising investments.

The company's approach integrates location-based advertising into comprehensive marketing frameworks that support the entire customer journey. Stone noted that successful campaigns recognize that purchasing decisions rarely happen immediately. "Most consumers research their options, read reviews, compare alternatives, and revisit their decision multiple times before making contact with a business. Our goal is to maintain visibility throughout that entire process," he said.

Funnel Force, LLC reports increased demand from Virginia businesses across multiple industries, including financial services, retail, professional services, and healthcare. The company attributes this growth to businesses seeking more transparent reporting and measurable outcomes from their marketing investments.

The expanded services include advanced location intelligence capabilities such as competitor conquest campaigns, shopping behavior targeting, event and venue targeting, and walk-in conversion tracking. These tools allow businesses to measure campaign effectiveness through metrics including website visits, in person visits, click-through rates, view-through attribution, and cost per acquisition.

The company's integrated approach combines geofencing with other digital marketing channels, including search engine optimization, paid social advertising, traditional broadcast and connected television advertising. This multi-channel strategy ensures businesses maintain consistent visibility across the platforms where their target audiences spend time.

Funnel Force, LLC specializes in digital advertising, programmatic display advertising, social media marketing, website development, and lead generation systems. The agency works with businesses both locally in Virginia and nationwide to implement measurable marketing strategies that align advertising efforts with every stage of the customer journey.

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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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