



## **Funnel Force Highlights Integrated Approach to Traditional and Digital Marketing Campaigns**

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Funnel Force, LLC, a Virginia-based marketing and advertising firm, is emphasizing the importance of coordinating traditional and digital media channels under a single integrated marketing plan as businesses navigate an increasingly complex advertising landscape.

The firm notes that while businesses have more ways to reach customers than ever before, many continue to plan television, radio, streaming, search, social media and programmatic campaigns as separate initiatives rather than as connected components of the same customer journey.

Recent industry data underscores why separating traditional and digital media has become increasingly challenging. Nielsen's Q1 2026 Ad Supported Gauge found that streaming now accounts for 46.6 percent of ad-supported television viewing, while broadcast represents 28.2 percent and cable accounts for 25.2 percent. This distribution demonstrates that television audiences move fluidly between traditional and digital delivery systems throughout their viewing experience.

Audio consumption patterns reveal similar cross-platform behavior. Nielsen and Edison Research reported

that U.S. consumers spend nearly four hours daily with audio content, with radio and podcasts representing 82 percent of ad-supported audio time and streaming music services accounting for 16 percent during the first quarter of 2026.

The approach, commonly described as omnichannel advertising, reflects how consumers interact with media throughout their day. A potential customer may encounter a radio commercial during their morning commute, see a display advertisement at work, watch streaming television in the evening and search for the business days later.

"Businesses frequently organize media around vendor categories, separate budgets and separate reports," said Brent Stone, Partner and CMO at Funnel Force. "Customers do not experience advertising in those categories. A person may hear a radio spot, see a display ad, watch a streaming commercial and search for the company later. Those contacts are all part of one buying journey."

When traditional and digital advertising operate independently, the resulting inconsistencies can fragment the customer experience. Television commercials may introduce one message while social media communicates something different. Radio campaigns may promote offers that prove difficult to locate on company websites. Paid search may direct visitors to pages that fail to reflect the advertisements that initially created interest.

An integrated marketing plan addresses these gaps before media purchases occur. The process begins with establishing shared understanding of the audience, geographic market, campaign objectives, offers, messaging and customer journey. Each selected channel then receives a specific assignment within the broader strategy.

Traditional television and radio provide broad visibility and repeated exposure. Connected television and streaming audio extend those messages to more defined audiences. Programmatic display and social advertising reinforce campaigns across websites and mobile applications. Search advertising captures demand when someone actively researches the business, product or service.

The Interactive Advertising Bureau and PwC reported that U.S. internet advertising revenue reached \$294.6 billion in 2025, an increase of 13.9 percent from the previous year, with programmatic advertising revenue increasing 20.5 percent to \$162.4 billion. These figures highlight the continued growth of digital channels that must be coordinated with traditional media efforts.

About Funnel Force

Funnel Force, LLC is a Virginia-based marketing and advertising firm serving businesses in Virginia and nationwide. The company develops full-funnel marketing and lead generation systems designed to connect awareness, interest, intent, purchase and customer advocacy across traditional and digital advertising channels.

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For more information about Funnel Force, LLC, contact the company here: Funnel Force Brent Stone 540 767 6561 [info@funnelforce.co](mailto:info@funnelforce.co) 4155 Quarles Court Rockingham, 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](mailto:info@funnelforce.co)

Phone: 540 767 6561

