

Build connected buying experiences

Buyers don't think in touchpoints.
So why do so many brands still market in silos?

One account.
Ten+ decision-makers.
Dozens of channels.
Hundreds of interactions.

That's what you're up against and yet too many sales and marketing strategies are still built in parts, not as a whole. Your prospects don't move in a straight line. They research independently, engage across digital and human channels. They switch between your website, a third-party review, a partner conversation and a sales call. All this before you even know they're serious.

The chances are that you'll only be influencing a portion of that journey, while the rest plays out on someone else's terms. Without a connected approach, it's easy to become detached from the conversation.

**The challenge isn't visibility.
It's ensuring your buyers experience
is consistently connected.**

In the age of self-serve buyers, disconnected teams and disjointed messaging don't just slow momentum, they halt deals. Any misalignment between marketing, sales and partner functions creates friction, confusing buyers and diluting the effectiveness and value of your marketing investment. And this, in turn, opens the door for your competitors.

**The opportunity is orchestration,
done properly.**

Gilroy help clients close the experience gap between what buyers expect and what they actually get. Through analysis of historical engagement data and predictive analytics, it becomes possible to set out a series of 'happy coincidences', where customers begin to find the information they need, just when they need it, in the channels they choose to visit.

**Working in this way gives
you the power to:**

- Meet the needs of multiple stakeholders and influencers
- Respond to real-time intent – not creating MQLs
- Adapt to where the buyer is in their journey...and most importantly, where they're heading next.

This is not simply about showing up from time-to-time. It's about consistently being present with content, channels and people working in sync. This orchestration is grounded in strategy, not guesswork. It combines intent data, buyer research, behavioural insight and team alignment to build journeys that feel cohesive even when the path is unpredictable, requiring minimal effort from your buyers.

Full-funnel strategy. Built for how decisions are made.

Gilroy believe in a full-funnel approach, but only when it reflects the complexity of the modern buying journey.

Our strategies don't just move buyers from awareness to close. They connect every stage, every stakeholder, and every moment – from brand to demand, deal to renewal.

All too often, brands pour investment into top-of-funnel campaigns but leave the rest of the experience fragmented or inconsistent. A strong brand impression is quickly undermined by irrelevant follow-up, misaligned sales materials or siloed partner messaging.

Gilroy ensure that what buyers experience at the top of the funnel connects with what they hear in a pitch deck, see in a nurture email, or discuss in a value workshop. It's joined-up marketing for joined-up decision-making.



One journey. Many routes. One experience.

Whether a buyer comes through partner outreach, programmatic display or outbound SDRs, they encounter one consistent narrative – tailored to their role, their priorities, and their moment in the journey.

It's not about overwhelming buyers with content, it's about making every interaction count.

Here's what that looks like in practice...

Real journey mapping, grounded in data

Track decision pathways across buying groups, using tools like 6sense and Bombora to surface intent signals, identify influencers, and personalise engagement based on role, timing and behaviour.

This is not about pushing more messages. It's about precision, getting the right message to the right stakeholder at the right moment.

Connected campaigns across digital, human and partner ecosystems

Whether it's a paid campaign, a nurture journey, a landing page or a partner channel – it's all part of the same experience. We design it to feel orchestrated, not bolted together.

Our frameworks ensure that digital ads, email sequences, event outreach, and channel partner activity all speak with one voice, tailored to your buying group.

Sales and marketing playing from the same page

Our content frameworks align everything from top-level messaging to bottom-of-funnel assets – ensuring the same story is told from first touch to final conversation.

We don't just hand off leads to sales. We equip teams with messaging frameworks, narrative slides, competitive content, and talk tracks that build directly on what the buyer has already seen.

What it delivers

According to IDC, companies that optimise their customer journeys see a 30% uplift in customer lifetime value and a 25% boost in satisfaction scores.

That's not just a CX win it's a commercial one. Because smoother journeys mean faster decisions, stronger relationships, and higher deal values.

But there's another benefit: predictability. When journeys are orchestrated, mapped and measured, you gain clarity over where deals are won, where they stall, and where value gets diluted.

That insight gives you the power to act early, not react late. More importantly, it makes it easier for buyers to choose you and harder for competitors to disrupt the process.

Key takeaway

Connecting the journey isn't a marketing initiative – it's a growth imperative.

It's the difference between being a supplier and becoming the buyer's obvious next step.

And the brands that get it right? They don't just generate demand, they earn trust, accelerate growth, and stay chosen.

APPLY FOR A
DISCOVERY WORKSHOP

Want to build journeys that match how buyers really buy?

Apply for a Discovery Workshop and explore how to turn fragmented campaigns into connected buying experiences.

In this session, we'll help uncover where misalignment may be creating friction – and where orchestration could accelerate decisions, build trust, and improve commercial outcomes.

We'll focus on:

- **Spotting gaps** across your buyer journey
- **Identifying quick wins** to unify messaging and channels
- **Aligning sales, marketing, and partner touchpoints** with intent

Apply now to start designing experiences that don't just follow the buyer journey – they lead it.

[Apply now](#)