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Building connected buying experiences for full funnel growth

Syncing digital, marketing, and sales interactions across your customer touchpoints



Decision makers and buying teams never move together in a straightforward way.

They perform a merry dance and often hop between analyst reports, social media engagement, research papers and partner sites, swinging by chatbots on your website, all before getting ready to speak with an actual person.

In matching this tune, many companies buying experiences feel as though they are out-of-time and often out-of-step with their customer's needs.

A paid media ad leads to a landing page that doesn't match the messaging, or the audience need. A prospect fills in a 'contact us' form and hears nothing back for days. Then a sales rep follows up without knowing what content the buyer consumed and asks the wrong questions. All before the buyer gives up completely, they are offered a free cup of coffee in exchange for a 45min demo.

And it's not that any of these channels are wrong. Just as you can't blame the music for a bad dance partner, it is in fact the badly configured buyer journey that is out of tempo with the song.

Consistency isn't about control. It's about choreography.

When it comes to building connected buying experiences, too many companies fall into one of two traps:

- **Over-scripting** every marketing or sales touchpoint, which kills agility
- **Lack of handover** between marketing and sales, which kills buyer momentum

The sweet spot is to move and be modular, taking a channel-aware approach that adapts messaging based on where the buyer is, and who they're listening to. That means digital campaigns, reports, research, and implementation partners all need to work from the same playbook.

Not with rigid scripts, but with shared clarity around:

- Who we're targeting?
- What buying stage to connect
e.g. awareness, consideration, decision?
- What have they seen from you already?
- What's next? What action do you want them to take?

Where most handoffs fall apart

To build a seamless experience, you first need to fix the friction. These are some of the most common gaps we see in marketing campaigns:

- **Landing pages don't reflect the ads**
If someone clicks through expecting relevance and ends up in generic territory, they bounce. It's an expensive waste of time.
- **Partners that run campaigns in silos**
Without visibility of partner-led efforts, you risk duplication, or worse, contradiction and disharmony.
- **SDRs without campaign context**
If a buyer downloaded the e-book and listened to the podcast, the follow-up should reference that. Otherwise, it feels impersonal.
- **Customer success disconnected from the journey**
Renewal, upsell and advocacy efforts should reflect the full brand experience, not restart it from scratch.



The three essentials of seamless B2B brand experience

Here's what it takes to get it right from first click to final deal closed:

1

Shared narratives

Every channel, whether it's a paid ad or a partner touchpoint, should ladder up to a common value story. Not word-for-word repetition, but consistent positioning:

"We understand your challenge" → "Here's how we solve it" → "Let's explore it together"

Gilroy build **content frameworks** that scale this narrative across awareness, consideration and decision stages adapting the message while maintaining strategic clarity.

2

Live campaign context

Integrate platforms like 6sense to track journey signals across touchpoints, giving sales development representatives and marketing team real-time insight into where buyers are engaging, and what to prioritise next. This lets us trigger personalised follow-ups or retargeting that reflects what buyers have done, not just what we hope they'll do.

3

Content strategy and the correct use of assets

You don't need to create more content. You need to create smarter pathways for your customers to discover it. We help clients build **modular assets** like interactive guides, content hubs and conversational email, that adapts based on channel, persona and behaviour.

This keeps the experience cohesive and dynamic, not static and one-size-fits-all.

What it looks like in practice

Let's say a buyer clicks an ad promoting your e-book. They land on a tailored page, download the asset, and are automatically routed into a conversational email journey that adapts based on their job role.

Meanwhile, your sales team sees that same account surging on 6sense and receives campaign context: content consumed, buying stage, and suggested talk track. Their outreach references the exact asset downloaded, nudges the next best action, and links to a microsite built for that account's industry.

Then your partner manager sees that same account has also engaged via a third-party event and sends a co-branded follow-up to reinforce the message.

**Different channels. Same experience.
Shared outcome.**

Why it matters

This isn't just about brand hygiene.
Seamless journeys make commercial sense.

According to IDC, companies that optimise cross-channel journeys see a 30% increase in customer lifetime value and a 25% improvement in satisfaction scores.

And in B2B, where deals are long and stakeholders are many, consistency builds confidence. It's what turns passive engagement into active intent. And intent into revenue.



Key takeaway

Consistency is not about controlling every interaction. It's about creating shared alignment behind them.

From click to close, the most effective B2B brands deliver experiences that feel considered, joined up and designed around the buyer, not the org chart.

Let's explore how we can help you bring that vision to life.

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