The Zulu Method

CLIENT NOBLE ADMINISTRATION NETWORK

CASE STUDY

How The Zulu Method helped a B2B services startup close 11 deals in the first week & book $2.79M a year in projected revenue in its first month.

THE PROBLEM

Noble had an amazing industry first offer but no GTM engine to scale it.

WHAT WE BUILT

In 60 days, The Zulu Method became Noble's entire marketing & pre-sales function.

THE RESULT

In its first month, Noble had 55X the inbound leads, 11 deals closed in the first week, & $2.79M/year in deals booked.

SPEED

60 days

To launch & scale

Brand refresh, website & funnel, full StackOps build & pre-sales, demand creation & capture. The full GTM motion.

RECORD WEEK

11

Deals in week-one

A company record, including the biggest deal Noble had ever closed.

LEAD FLOW

55X

Inbound leads

From 4 inbound leads in 5 months, to 44 in the first month post-launch.

PIPELINE

$2.79M

A year in deals

Across 25 deals driven by the Zulu GTM engine in just the first month.

PAID ADS

30.9X

Campaign ROI

Monthly revenue against spend from paid campaigns just in the first month.

Honestly, we're shocked. The Zulu Method took us to market and started scaling us in just 60 days. **We closed a company record 11 deals in just the first week**, including the biggest deal in our history.

Zulu refreshed our brand, rebuilt our website & funnel, stood up HubSpot from scratch, and not only launched our entire marketing & sales engine, but started scaling it too.

If you're a founder trying to get to market and scale your business, you'd be crazy not to talk to Zulu before wasting a bunch of your precious time & runway.

President & Co-Founder
Noble Administration Network

THE FIRST RESULTS

Big campaign results came in hours, not quarters

2 hours

High-quality MQLs started pouring in just 2 hours after outbound kickoff.

Day 1

One of the first leads became the biggest deal in Noble's history.

Week 1

11 deals closed in the first week alone, a company record.



Website leads in HubSpot (form leads & calls to the site's phone number), by week, 17 Sept to 16 Oct 2026.

WHY IT WORKED SO FAST

Three strategies turned a strong offer into a record month

Strategies that will scale any founder-led startup that needs to drive pipeline.

STRATEGY #1

Systems > vendors

When one expert team builds the brand, website & funnel, outbound, & StackOps, all strategies and campaigns drive pipeline.

STRATEGY #2

Speed is the strategy

Every critical workstream ran quickly & in parallel, so Noble was fully in market within 60 days instead of in a quarter or two.

STRATEGY #3

Build sales a system

Connect pre-sales to outbound in a dynamic system so every rep follows a strategy and execution process every day.

THE GO-TO-MARKET STRATEGY

Two growth engines, built in parallel & run through a single system

We didn't just run random campaigns. We architected a complete, nationwide go-to-market process & system, so in & outbound fed each other from day one.

HIGH-TARGET OUTBOUND

Demand generation: a nationwide outreach system

- **A repeatable, scalable playbook** that launches market by market, coast to coast.
- **Multi-touch, multi-channel outreach:** Paid ads, direct mail, dial & SMS, email, PR, & LinkedIn outreach in one coordinated overlapping cadence.
- **ICP Targets researched & scored** before launch, so reps start with the best possible fits.
- **A daily strategy & plan** for every rep, with rules that protect every exclusive territory.

HIGH-INTENT INBOUND

Demand creation: an always-on inbound engine

- **SEO, GEO, & AEO,** so Noble always shows up high in Google and all AI answers.
- **Content & lead magnets** that add value & answer the questions shop owners actually ask.
- **Organic socials** aimed at engaging shop owners & homeowners in every launch market.
- **Getting proof already:** a 42% share of voice in AI answers on homeowner questions, against 25% for the nearest competitor.

Both engines feed one HubSpot-based rev gen system

Outbound reaches the top shops first. Inbound catches every other owner who hears about it & goes looking. HubSpot records every touch, MQL, & deal in one place, so sales works one pipeline.

55X
more inbound leads

25
deals in the first month

BEFORE & AFTER

Same company, same offering, totally new GTM engine

Inbound leads

Last 5 months, before Zulu **4**

First month with the engine **44**

Time to a working GTM engine

Hiring & ramping an in-house team **6 - 9 months**

The Zulu Method **60 days**

Speed to lead, in working time

Before the engine **18 hours**

With the engine **24 minutes**

Monthly return on ad spend

Ad spend **1X**

New monthly revenue in deals **30.9X**

SEARCH & AI VISIBILITY | SEO + GEO + AEO

Google now shows Noble 6.3X as often as it did before the new site

In the latest 30 days, Noble appeared in Google results 1,733 times, up from 274 in the old site's last 30 days. In HubSpot's AI visibility tool, Noble's visibility in AI answers more than doubled in a week, to 25.83%.

GOOGLE

6.3X

More often in Google results

1,733 appearances in the latest 30 days, up from 274.

RANKINGS

52

Searches in Google's top 10

Up from 9. Noble now shows up for 125 searches total, up from 22.

WEBSITE LEADS

44

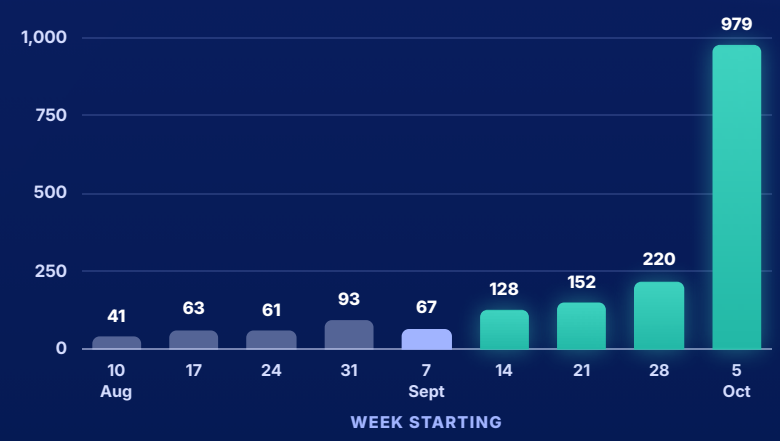
Website leads last month

44 inbound MQLs in month-one, up from 4 in 5 months. 25 have already closed.

NOBLE IN GOOGLE SEARCH

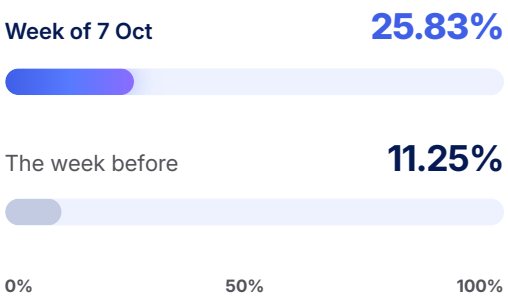
Times Noble appeared in Google results, by week

979
WEEK OF 5 OCT



AI ANSWERS

Noble's visibility in AI answers, in HubSpot's AI tool



- ChatGPT now names Noble on 35% of the tracked questions, & Gemini on 37.5%.
- 16 of 36 AI answers cite Noble's website.

HubSpot AEO, 7 to 14 Oct 2026. Citations: 12 questions put to ChatGPT, Perplexity, & Gemini on 18 Oct 2026.

Google Search Console: the old site's last 30 days (10 Aug to 8 Sept) against the latest 30 days (17 Sept to 16 Oct 2026); the chart shows every week from 10 Aug to 5 Oct. Website leads from HubSpot (form leads & calls to the site's phone number), 17 Sept to 16 Oct 2026. AI answers: HubSpot AEO, 7 to 14 Oct 2026, & 12 questions put to ChatGPT, Perplexity, & Gemini on 18 Oct 2026.

ABOUT THE CLIENT

Noble offers the industry's first lifetime HVAC warranty

Noble Administration Network partners with one residential HVAC retailer per territory and gives that retailer an offer no competitor can match: a lifetime warranty on every system it installs. Delivered & managed from a 3-sided SaaS platform.

- A brand that earns trust fast
- Demand from the right shops
- Outbound to the best fit ICPs
- A strong sales strategy

The homeowner
Pays nothing extra for lifetime coverage on new systems.

The HVAC retailer
Wins quotes, keeps customers for life, & owns its territory.

The protection
A national, A-rated insurance carrier behind every contract.

THE CHALLENGE

An industry first offer that nobody could find

4

inbound MQLs in the first 5 months

For an offer this strong, most of the market simply didn't know Noble existed.

No marketing leader
No one fully owned all of GTM yet, and there was no time or budget to hire & ramp a complete team.

A core brand & website
The website had positioning, funnel, & tracking gaps, and no social profiles were built yet.

Sales was hungry & hunting
A nascent sales process disconnected from marketing meant nobody knew what was working.

Too good to be true
A lifetime HVAC warranty was seen as 'too good to be true'. Trust had to be established quickly.

THE SOLUTION

The full marketing & pre-sales motion, built as one GTM system

Eight critical workstreams ran at once, under one team & strategy, instead of multiple AI tools and vendors all in different silos & across many timelines.

CMO strategy | Cold/warm Email | Dialing/SMS | Pre-sales | StackOps/CRM | Paid ads | LinkedIn | Direct mail | More...

60 Days
to build & launch the entire GTM motion

1 Website
An AI-age website & landing pages rebuilt

12 Pieces
Of SEO/GEO launch content, blogs, & tools

6 Profiles
All the critical social platforms launched

20 touches
Of engagement for every rep every day

Operating rhythm · Foundation · Growth engines

1

CMO STRATEGY

Complete GTM strategy, sprints, weekly recaps & performance reporting.

2

BRAND REFRESH

New positioning, voice, & visual identity built around a single clear promise.

3

WEBSITE & FUNNEL

The entire site & funnel was rebuilt in HubSpot, everything tracked.

4

SOCIAL PLATFORMS

Branded profiles on six platforms, with content being published weekly on each.

5

STACKOPS & PRE-SALES

CRM, pipelines, routing, templates, e-sign agreements, & sales reports.

6

TARGETED RESEARCH

Every ICP target in each market researched, scored, & fully enriched for outbound.

8

DEMAND CREATION

SEO/GEO/AEO optimization, content, paid & organic socials.

7

DEMAND CAPTURE

Direct mail, calls/SMS, email, in-person, & LinkedIn in one coordinated cadence.

HOW WE RUN THE SYSTEM

Leadership always sees everything, without chasing

We run Noble's marketing the way a leading 5-10 person in-house team would, on a fixed rhythm with everything in writing and outcomes constantly reported.

Every week

Weekly recaps

What shipped, what it produced, and what comes next.

Every 2 weeks

Sprint ceremonies

Planning, a review, a retro and every detailed task on a shared board.

Every month

Monthly reviews

Campaign outcomes & cross-channel performance.

Every quarter

Quarterly Report

Performance recaps and strategy & direction review.

POWERFUL OUTCOMES

Big results arrived in just the first week

Noble went from 4 inbound leads in 5 months to 44 MQLs in its first month with the Zulu engine, & closed a record 25 deals in one month, worth $2.79M.

The founders were blown away. They never imagined they'd come this far, this fast. The Zulu engine built this for them.

RECORD WEEK

11

deals closed in just the first week, a company record

DEAL 1 — DEAL 11

PROJECTED REVENUE

$2.79M

a year in deals from just the first month of the outbound engine.

Driven across 25 deals from the GTM engine's multi-channel inbound & outbound strategy.

LEAD FLOW

55X ▲

more inbound leads

Before Zulu	1X
With the engine	55X

30.9X ▲

monthly return on ad spend

Ad spend	1X
New monthly revenue	30.9X

SPEED

24 min ▼

to first touch on a new lead, down from 18 hours

Before the engine	18 hours
With the engine	24 minutes

60 days ▼

to launch & start scaling the entire GTM engine

Hiring & ramping in-house	6 - 9 months
The Zulu Method	60 days

SEARCH & AI VISIBILITY

6.3X ▲

more often in Google results in the latest 30 days

Old site, last 30 days	274
Latest 30 days	1,733

52 ▲

searches in Google's top 10, up from just 9

Old site, last 30 days	9
Latest 30 days	52

42% ▲

share of voice in AI answers to homeowner questions

Nearest competitor	25%
Noble	42%

0% 50% 100%

Measured in HubSpot's AI visibility tool on 27 Sept 2026.

UP NEXT

Huge upside still lies ahead: multiple, ongoing national waves & new ABM campaigns are up next.

Results came in hours & one month later site visitors are up 5X

The first panel shows how fast each result arrived. The second compares the engine's latest 30 days with the old site, before the new Zulu GTM engine.

SPEED TO RESULT

How fast each result arrived

2 hours
High-quality MQLs started booking 2 hours after outbound kickoff.

Week 1
Noble closed a record 11 deals in the first week.

60 days
The entire GTM engine was built & launched in 60 days.

6 days
North Carolina & North Florida brought in 26 leads in their first 6 days, more than the 15 St. Louis brought in during its whole first month.

$56
Each North Carolina & North Florida lead cost $56, down from $187 in St. Louis.

Leads from HubSpot: North Carolina & North Florida 12 to 17 Oct, St. Louis 14 Sept to 13 Oct 2026. Cost per lead: Meta ad spend divided by HubSpot leads, from each campaign's launch through 16 Oct 2026.

THE ONE-MONTH LIFT

The latest 30 days against the old site

WEBSITE VISITORS

5.2X ▲

more people visited Noble's website

Old site, last 30 days	163
Latest 30 days	840

0 · 420 · 840

Google Analytics

WEBSITE LEADS

44 ▲

website leads in the latest 30 days, against 4 in the old site's last 5 months

Old site, last 5 months	4
Latest 30 days	44

0 · 22 · 44

HubSpot: 42 form leads & 2 calls to the site's phone number

GOOGLE SEARCHES

5.7X ▲

more searches where Noble shows up in Google

Old site, last 30 days	22
Latest 30 days	125

0 · 62 · 125

Google Search Console

GOOGLE RESULTS

6.3X ▲

more often in Google results

Old site, last 30 days	274
Latest 30 days	1,733

0 · 866 · 1,733

Google Search Console

GOOGLE'S TOP 10

5.8X ▲

more searches where Noble ranks in Google's top 10

Old site, last 30 days	9
Latest 30 days	52

0 · 26 · 52

Google Search Console

REVENUE IN DEALS

11.1X ▲

more new monthly revenue: 25 deals in the first month, against 5 shops signed

Old site, last 30 days, signed	$21K
First month, in deals	$233K

$0 · $116K · $233K

HubSpot & Dropbox Sign

Old site, last 30 days: 10 Aug to 8 Sept 2026. Old site, last 5 months: the 4 inbound leads before the new site launched on 9 Sept 2026. Latest 30 days: 17 Sept to 16 Oct 2026. Visitors from Google Analytics; Google searches, results, & top 10 searches from Google Search Console; form leads & calls to the site's phone number from HubSpot; revenue in deals from HubSpot & Dropbox Sign, 14 Sept to 18 Oct 2026. Every figure read on 18 Oct 2026.

WHY OWNERS HIRE THE ZULU METHOD

You get a full marketing & pre-sales team... without having to hire one

No marketing hires to ramp

We become your entire GTM function from week one, instead of a 3-6 month, $300,000 search for a single leader.

A full GTM motion, not 1-2 channels

CMO-level strategy, branding, website & funnel, demand creation & capture, StackOps all built together, so that they work together.

Live in weeks, not quarters

Noble was built, launched, & already scaling in just 60 days, then closed 25 deals worth a projected $2.79M in its first month.

Total outcome transparency

Sprints & weekly reporting mean you always see the process & the outcomes, with the focus always on pipeline & revenue.

> “If you want experts leading AI-scaled marketing & pre-sales as one engine, Zulu is the perfect solution for your company.”

PRESIDENT & CO-FOUNDER, NOBLE ADMINISTRATION NETWORK

NOBLE ADMINISTRATION NETWORK

Want the same engine aggressively scaling your business in just 60 days?

Book a call, and let's talk about what your first 60 days will look like.

Book a call →

30 minutes with our founder. No pitch, no pressure.