The Zulu Method

CLIENT Team Sync

CASE STUDY

How The Zulu Method built a SaaS startup's entire go-to-market before launch day, from the launch plan to an ABM campaign aimed at its anchor clubs & leagues

THE PROBLEM

Team Sync had a product built by coaches, and no go-to-market to launch it.

WHAT WE BUILT

The Zulu Method became its launch team: the launch plan, the GTM strategy, the website & funnel, the product mocks, and the campaigns.

WHERE IT STANDS

Team Sync will launch with every piece of its GTM engine in place, aimed first at the clubs & leagues that bring the rest of the market.

LAUNCH

The launch plan

Company & product launch

The plan that takes Team Sync from beta to a company in market.

GTM

The GTM engine

Strategy & execution

Positioning, channels, and the plan to run them, built and run by one team.

FUNNEL

Website & funnel

Designed & live

A site built to turn coaches & club admins into waitlist sign-ups.

ABM

Anchor clubs

Multi-touch ABM

A campaign aimed at the clubs & leagues that bring the rest of the market.

Most founders launch a product and hope the market finds it. **We're launching a whole company, with the go-to-market built before day one.**

The Zulu Method wrote our launch plan, built our GTM strategy, designed our website & funnel, and built the ABM campaign aimed at the clubs & leagues we need most. They even mocked up our product and supported our sales conversations.

Founder
Team Sync

THE LAUNCH

From beta to a company ready for market, in four moves

STEP 1

Plan the launch

The company & product launch plan, and the GTM strategy behind it.

STEP 2

Build the front door

The website & funnel, and UI/UX mocks of the product itself.

STEP 3

Create & capture demand

A plan to get found by coaches and club admins, then onto the waitlist.

STEP 4

Win the anchors

A multi-touch ABM campaign aimed at the anchor clubs & leagues, backed by pre-sales support.

WHY IT'S BUILT TO WORK

Three decisions that give a new platform its best shot at launch

None of them is specific to sports software. They work for any founder taking a product to market.

DECISION #1

Launch the whole engine, not one channel

One team planned the launch, built the site, and ran the go-to-market, so every piece points at the same buyer on day one.

DECISION #2

Win the anchors first

The clubs & leagues that others follow get a multi-touch campaign of their own. Win them, and the rest of the market comes looking.

DECISION #3

Design the product & the promise together

The same team mocked the product's UI and wrote the website, so what the site promises is what coaches see when they log in.

Team Sync

ABOUT THE CLIENT

Team Sync runs a whole water polo club in one place

Attendance, rosters, practice plans, schedules, and announcements, built from the pool deck up by coaches who have run clubs, high school programs, and national team benches.

One clear, published price.

- A launch plan
- A go-to-market
- A site that converts
- Its first anchor clubs

Coaches & admins
Run the club, not the chaos: rosters, schedules, and dues in one system.

Parents
One place for the whole season, from the schedule to every announcement.

Leagues & clubs
Rosters and schedules across every team, without spreadsheets.

THE CHALLENGE

A great product with no market yet

Beta

with accounts opening at launch

Every other club, coach, and parent still has to discover Team Sync for the first time.

A brand-new company
No audience, no brand awareness, and no funnel to turn interest into sign-ups.

A crowded category
Incumbents with quote-only pricing and a price that can cost a club thousands a year.

Three audiences to win
Coaches & admins buy it, parents use it, and leagues decide what clubs adopt.

A product still being built
The software, the story, and the site all have to be ready for the same launch.

THE SOLUTION

The full launch & GTM motion, built as one system

Seven workstreams, one team & one strategy, instead of a strategist, a web agency, a designer, and a sales consultant on different timelines.

Strategy · Build · Growth engines · Sales

1

LAUNCH PLAN

The company & product launch plan, from positioning to launch day.

2

GTM STRATEGY & EXECUTION

The complete go-to-market strategy, then the marketing that runs it.

3

WEBSITE & FUNNEL

A site & waitlist funnel designed to convert coaches and club admins.

4

PRODUCT UI/UX MOCKS

Mocks of the product itself, so the promise and the platform match.

5

DEMAND CREATION

A plan to get Team Sync found by the coaches & clubs already looking.

6

DEMAND CAPTURE & ABM

A multi-touch campaign aimed at the anchor clubs & leagues.

7

PRE-SALES & SALES SUPPORT

Support in the room when anchor clubs ask the hard questions.

THE GO-TO-MARKET STRATEGY

Two growth engines, built in parallel & run through one funnel

We didn't just plan a launch. We built a go-to-market system, so demand creation and the anchor-club campaign feed each other from launch day.

OUTBOUND

Demand capture: ABM aimed at the anchor clubs & leagues

- **A defined anchor list:** the clubs & leagues whose adoption pulls the rest of the market along.
- **Multi-touch, multi-channel outreach** to each one, in one coordinated cadence.
- **Pre-sales & sales support** when an anchor club is ready to talk.

INBOUND

Demand creation: getting found by every coach who looks

- **A demand creation plan** for search, AI answers, content, and social.
- **A website & funnel** that turns interest into waitlist sign-ups.
- **One clear story** for coaches, parents, and leagues.

Both engines feed one HubSpot-based funnel

Anchor clubs hear from Team Sync first. Every other coach finds it when they go looking. Both land on the same site, the same waitlist, and the same pipeline.

3
audiences, one story

1
funnel to the waitlist

HOW WE RUN EVERY ACCOUNT

Founders see everything, without chasing anyone

We run marketing the way a strong in-house team would, on a fixed rhythm with everything in writing.

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 task on a shared board.

Every month

Monthly reviews

Campaign outcomes & cross-channel performance.

Every quarter

Quarterly reports

Performance recaps, strategy, & direction.

WHERE TEAM SYNC STANDS

In beta, with the whole engine ready for launch

Team Sync will launch with every piece of its GTM engine in place, aimed first at the clubs & leagues that bring the rest of the market.

Today Team Sync is in beta, with accounts opening at launch. We'll update this story after launch, as the first anchor clubs come on board.

- **Launch plan** for the company & the product, delivered
- **Website & funnel** built to turn launch traffic into sign-ups
- **Product UI/UX** mocked, so the promise matches the platform
- **ABM campaign** built & aimed at the anchor clubs & leagues
- **Pre-sales & sales support** in place for every anchor conversation

WHY FOUNDERS HIRE THE ZULU METHOD

You get a full launch & marketing team... without hiring one

No marketing hires to ramp

We become your marketing function from week one, instead of a 6 to 9 month search for a single leader.

A complete motion, not 1-2 channels

Launch plan, website, demand creation & capture, and sales support are built together, so they work together.

Ready on launch day

Strategy, site, funnel, and campaigns land together, so the launch has an engine behind it.

You see everything

Sprints, recaps, & weekly reports mean you always know what was done and what it produced.



"If you're a founder getting ready to launch, do yourself a favor and talk to Zulu first."

FOUNDER, TEAM SYNC

Team Sync

Launching soon? Want the whole engine ready on day one?

Book a call, and we'll show you what your launch would look like.

Book a call →

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