

YOUR LEAD KIT

Never let another lead go cold.

The smarter way to market your business.

Your Lead Kit is the all-in-one CRM and marketing automation platform built for UK trades businesses and SMEs. Contact management, automated follow-up, email and SMS marketing, pipeline tracking and booking — together in one place, with AI tools at the top tier. It's what makes sure no lead ever goes cold.

THE PROBLEM IT SOLVES

"My marketing isn't systematic. I'm losing leads, missing follow-ups, and I don't know what's working."

If you follow up once and give up, juggle disconnected tools, or can't say which channels deliver — Your Lead Kit is the answer.

— The three tiers

Starter

£34.99/mo

Get organised. Never miss a lead.

Contact management, basic pipeline, lead capture and simple follow-up sequences. A low barrier that gets you organised fast.

All in One

£85.99/mo

Your complete marketing system.

Full CRM, multi-channel campaigns, booking integration, reporting and advanced automation. The platform serious marketing runs on.

PREMIUM

AI All in One

£257/mo

Marketing that thinks and works for you.

Everything in All in One plus AI content generation, AI conversation handling and advanced AI workflows. A genuine competitive edge.

The upgrade path: start with structure, add scale, then let AI accelerate. Each tier is right for where your business is now — never a watered-down version of the one above.

— Sound familiar?

"I'm losing leads because I don't follow up properly."

"I've outgrown spreadsheets and Mailchimp — nothing connects together."

"I spend too much time on admin and not enough time selling."

"I don't know which channels are actually delivering results."

— Why businesses choose Your Lead Kit

Every lead followed up

Automatically, every time — new enquiries get chased without you lifting a finger.

Everything in one place

Your CRM, campaigns, content and bookings — one connected system instead of scattered tools.

Less admin, more pipeline

Set it up once and let it work — so your time goes into selling, not chasing.

THE COMBINED STORY

Your Lead Kit is the technology half of the partnership: the strategy and execution of Footprint Group, powered by the automation of **Your Lead Kit. Once you're getting seen and found, YLK is how every resulting lead gets captured, followed up and measured.**

Ready to make your marketing systematic?

Book a demo and we'll set it up around your business —
footprintgroup.uk · 01489 85 35 05

[Book a demo](#)