

PRODUCTS & SERVICES — FOR THE LEAD GENERATION TEAM

Products & Services Explained

Your marketing, always moving.

A plain-English guide to what Footprint Group sells and how to describe it. Focus your calls on the priority areas — Signage & Merchandise, Digital, and Your Lead Kit. Print and advertising are available but are not the priority for this campaign.

Get Seen Signage & Merchandise

The physical face of the brand — seen everywhere the customer already operates.

Vehicle graphics	Turns vans and fleet into moving advertising.
Shopfront & premises signage	Fascia, window graphics, wayfinding.
Site & safety signage	Practical, compliant, on-brand.
Branded workwear & merchandise	Recognition and team pride at low cost per impression.
Exhibition & event display	Everything needed to show up and stand out.

HOW TO SELL IT

One partner for design, print and fit — no chasing multiple suppliers. Consistency across every touchpoint. Local production and fitting from Swindon and Southampton.

Get Found Digital Products & Services

Where visibility becomes enquiries.

Websites & landing pages	Designed to generate enquiries, not just look good. Mobile-first, brand-aligned, with lead capture built in.
SEO	Getting found by the people already searching.
Paid ads (Google / Meta)	Reaching the right audience faster.
Social media management	Consistent presence without the owner lifting a finger.

Creative & content

Design, video and content that gets remembered.

HOW TO SELL IT

Strategy and execution handled together, not a one-off build. Marketing that keeps moving even when the owner is flat out.

Get Customers Your Lead Kit

The CRM and automation platform that makes sure no lead goes cold. A distinct brand within the group — the smarter way to market a business.

Starter

£34.99/mo

Get organised, never miss a lead. Contact management, basic pipeline, lead capture, simple follow-up.

All in One

£85.99/mo

The complete marketing system. Full CRM, multi-channel campaigns, booking, reporting, advanced automation.

AI All in One

£257/mo

Marketing that thinks and works for you. Everything above plus AI content and conversation handling.

HOW TO SELL IT

Describe features as outcomes — “it follows up every new enquiry automatically” beats technical language. Match the tier to the business; never sell down. The upgrade story is: start with structure, add scale, let AI accelerate.

THE COMBINED PITCH

The strongest conversations join the dots: signage gets them **seen**, digital gets them **found**, and Your Lead Kit makes sure every resulting lead is **captured and followed up**. One partner, every touchpoint, always consistent.

ALSO AVAILABLE — NOT THIS CAMPAIGN'S FOCUS

Print and advertising services. Mention only if the customer raises them — the priority for lead generation is signage/merchandise, digital, and Your Lead Kit.