

YOUR LEAD KIT — FOR THE LEAD GENERATION TEAM

Your Lead Kit Explained

The smarter way to market your business.

Your Lead Kit (YLK) is the CRM and marketing automation platform built for UK trades businesses and SMEs. It brings 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 a customer follows up once and gives up, juggles disconnected tools, or can't say which channels deliver — YLK is the answer.

— The three tiers

Starter

£34.99/mo

“Get organised. Never miss a lead.”

Contact management, basic pipeline, lead capture, simple follow-up sequences. Low barrier, achievable, empowering.

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 narrative: start with structure, add scale, let AI accelerate. Match the tier to the business — each one should feel right for that customer, never a watered-down version of the tier above.

— What to listen for

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

“I've outgrown spreadsheets / Mailchimp and nothing connects together.”

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

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

How to talk about it

Describe features as outcomes, always in plain English. “It automatically follows up every new enquiry” lands far better than “automated drip sequencing.” Position YLK as intelligence and a better method — not just another tool. Treat the customer as capable: explain how it works, not just that it works.

NEVER SAY

“Fully automated — no effort required” · “replace your sales team” · “instant leads.”
Automation supports selling; it doesn't replace it. Avoid generic SaaS filler like “robust” or “seamless” without specifics.

THE COMBINED STORY

YLK is the technology half of the partnership: the strategy and execution of **Footprint Group**, powered by the automation of **Your Lead Kit**. When a customer is interested in getting seen or found, YLK is how every resulting lead gets captured, followed up and measured.