

Every lead. Followed up. Automatically.

The smart CRM platform built for UK small businesses. Captures every enquiry, automates follow-up, and converts leads into customers — on site, in a meeting, or on holiday.

The pitch, in one line

"30–50% of leads get lost to slow follow-up. Your Lead Kit responds in seconds, day or night — so you stop losing business to whoever calls back first."

5 min

Response window before conversion drops 80%

24/7

Automated lead follow-up, no matter when it comes in

£34.99

Starting price per month + VAT

3 Plans

Scale as the business grows, cancel anytime

WHAT IT DOES

- Captures every enquiry from site, social, and phone into one CRM
- Automates email & SMS follow-up so no lead goes cold
- Builds websites, landing pages & social scheduling in one place
- Manages reviews & Google My Business reputation
- Top tier adds AI that qualifies, nurtures & books 24/7

WHY IT SELLS ITSELF

- Replaces 4–5 separate tools with one subscription
- Set up in under a day, with onboarding included
- No long contracts — low-risk, easy yes for owners
- Backed by the Footprint Group team, not left to self-serve
- Done For You setup available if they don't want to touch it

PLANS & PRICING

Starter

£34.99/mo + VAT

For new & growing businesses

Website & landing page builder
Social media scheduler
CRM & contact management

MOST POPULAR

All in One

£85.99/mo + VAT

Complete marketing system

Everything in Starter
Email & SMS campaigns
Automation workflows
Reputation & review management

AI All in One

£257/mo + VAT

Your AI marketing team

Everything in All in One
AI conversation handling 24/7
AI lead nurturing & qualification

No long contracts. Cancel anytime. Onboarding support included on every tier.

HANDLING OBJECTIONS

"We already have tools for this"

Ask what they're paying for CRM, website, social and reviews separately — Your Lead Kit usually costs less than the sum of those tools alone.

"I don't have time to learn new software"

Onboarding is included on every plan, and setup takes under a day. Done For You is there if they'd rather hand it off entirely.

"What if it doesn't work for us?"

No long contracts — cancel anytime. Start on Starter, prove the value, upgrade when they're ready.

Next step: book a Strategy Call

30 minutes, no pitch, no commitment — or send them straight to yourleadkit.co.uk to get started.

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