

Your Lead Kit

FREE GUIDE

The Business Guide to AI Marketing

How to use four powerful AI platforms to attract more customers, save hours every week, and build a marketing system that works around the clock — without a big team or a big budget.

Your Lead Kit

Chat GPT

Canva

Claude

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Why AI Marketing Is No Longer Optional

The businesses winning right now are not necessarily the biggest or the best-funded. They are the ones that have figured out how to do more with less — using AI to run marketing systems that generate leads, nurture relationships, and create content consistently, without burning out the team behind them.

This guide is for business owners and marketing managers who know AI should be part of their marketing strategy but are not sure exactly which tools to use or how to make them work together. We will show you a practical, proven stack of four platforms that, when used together, give you the kind of marketing infrastructure that used to require a department to run.

73%

of marketers say AI has saved them significant time

3x

more content produced per person with AI assistance

5 min

average AI response time vs hours for human follow-up

"The question is no longer whether AI will change marketing. It already has. The question is whether your business is using it yet — or watching your competitors pull ahead."

— Footprint Group

The four platforms in this guide are not experimental or complicated. They are tools that thousands of businesses are already using every day. What makes the difference is understanding how they connect — and that is exactly what this guide will show you.

Your AI Marketing Stack: The Four Platforms

Think of your AI marketing stack like a team with four specialists. Each one has a distinct role. Together, they cover the full picture – from attracting new leads through to delivering great content and keeping customers engaged.

Your Lead Kit <i>The Customer Engagement Engine</i>	Handles first-touch conversations, books appointments, sends follow-up sequences, and manages your CRM – automatically, 24 hours a day.
ChatGPT <i>The Content Production Engine</i>	Drafts social media posts, emails, ad copy, blogs, and more – trained on your brand voice so every piece of content sounds like you.
Canva <i>The Visual Production Layer</i>	Turns your written content into polished, on-brand visuals across every format – posts, stories, ads, presentations – using AI-powered design tools.
Claude <i>The Strategic Intelligence Layer</i>	Plans campaigns, writes high-stakes copy, reviews content quality, and analyses performance – the thinking partner that connects and elevates the whole system.

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PLATFORM ONE

Your Lead Kit

Never miss another lead. Engage, qualify and book automatically – day and night.

What is Your Lead Kit?

Your Lead Kit is an all-in-one marketing and CRM platform with a built-in AI employee. It sits at the heart of your customer engagement – the moment someone enquires, Your Lead Kit is already responding, qualifying, and booking, without any human intervention required.

For growing businesses, this changes everything. Instead of leads going cold because no one followed up quickly enough, your AI employee is on the case within seconds. Around the clock. Every day.

The Key Benefits



Instant Lead Response – 24 Hours a Day

The average business takes hours to respond to a new enquiry. Your Lead Kit's AI employee responds in seconds – introducing your business, answering common questions, and booking discovery calls while your competitors are still asleep. Studies show that responding within 5 minutes makes you 21 times more likely to qualify a lead than responding after 30 minutes.



Automated Follow-Up That Never Forgets

Most businesses lose sales not because the lead was not interested – but because nobody followed up consistently. Your Lead Kit builds multi-step follow-up sequences via email and SMS that run automatically based on what each lead does. If they open an email but do not reply, it follows up. If they book a call and then go quiet, it re-engages. The system does the chasing so your team does not have to.



A CRM That Organises Itself

Your Lead Kit automatically tags contacts, moves them through your pipeline stages, and keeps your database clean – all based on actions and behaviours rather than manual data entry. Your team sees exactly where every lead is in the journey without spending hours updating spreadsheets.



Reputation Management on Autopilot

After every completed job or service, Your Lead Kit automatically sends a review request by SMS or email. More reviews, more consistently, without anyone having to remember to ask. For local and service businesses, this is one of the highest-return automations you can build.



Social Media Scheduling and Broadcasting

Schedule and publish content across multiple social platforms directly from Your Lead Kit. When your ChatGPT content and Canva visuals are ready, everything can be loaded, scheduled, and tracked in one place – no need to log into multiple platforms every day.

"Before we set up our AI employee, leads would sit in our inbox for hours before anyone responded. Now every enquiry gets an instant, personalised reply. Our booking rate has gone up significantly and we have not had to hire anyone extra to make it happen."

– Business owner using Your Lead Kit

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PLATFORM TWO

ChatGPT Business

Produce more content, in less time, that actually sounds like your brand.

What Is ChatGPT Business?

ChatGPT from OpenAI is the world's most widely used AI writing tool. With a Business account, you get access to the most powerful version of the model, team sharing features, and – most importantly – the ability to build a Custom GPT: a version of ChatGPT trained specifically on your brand voice, your services, and your target audience.

This is the difference between using AI as a generic writing assistant and using it as a skilled content creator who already knows your business inside out. Once your Custom GPT is built and your team is using it consistently, your content output can increase dramatically – without a corresponding increase in time or headcount.

The Key Benefits



A Brand Voice That Never Drifts

One of the biggest content challenges for growing businesses is consistency. Different team members write differently, and over time your brand voice becomes fragmented. A Custom GPT trained on your brand guidelines, best examples, and tone-of-voice rules produces content that sounds like you – every time, regardless of who on the team uses it.



10x Faster Content Production

What takes a copywriter an afternoon can take ChatGPT minutes. A month's worth of social media captions, a five-email nurture sequence, six ad copy variants, a 1,000-word blog post – all produced in a fraction of the time. Your team's job shifts from writing everything from scratch to reviewing, refining, and approving AI drafts. That is a fundamentally different use of skilled time.



One Piece of Content Becomes Many

Repurposing is one of the most underused strategies in marketing. ChatGPT makes it effortless. Feed it a blog post and ask for five LinkedIn posts, three Instagram captions, an email newsletter section, and a short SMS campaign. In minutes you have a week's worth of content from a single source. Every piece of long-form content you produce should be repurposed across at least five formats.



A Shared System the Whole Team Uses

With ChatGPT Business, you can build a shared prompt library – a document of tested, high-performing prompts for every content type your team produces. Instead of every person prompting differently and getting inconsistent results, the whole team works from the same playbook. This is the difference between AI being a tool one person uses and AI being a system that scales across your organisation.

60%

average reduction in content creation time with AI

5x

more content formats from a single source asset

94%

of marketers say AI improves their content workflow

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PLATFORM THREE

Canva

Professional visuals, at scale, that anyone on your team can produce.

What Is Canva?

Canva is the world's leading design platform for non-designers. With a team account and a properly configured Brand Kit, Canva becomes a locked-down, brand-safe visual production system that anyone on your team can use without graphic design experience – and without compromising your visual identity.

The key is setup. When Canva is configured correctly with your exact colours, fonts, logos, and a library of on-brand templates, it becomes a force multiplier for your content team. What used to require a designer can now be handled by anyone – and what used to take a designer hours can be done in minutes using Canva's AI-powered tools.

The Key Benefits



Brand Consistency Without a Designer in the Room

Once your Brand Kit is configured with exact colour codes, approved fonts, and all logo variations, Canva locks these in as the defaults for every design. Team members cannot accidentally use the wrong shade of blue or an off-brand font – the right options are always front and centre. Your brand looks consistent across every touchpoint, regardless of who creates the content.



AI Tools That Eliminate Design Bottlenecks

Canva's AI features are genuinely time-saving. Magic Resize instantly adapts one design to every format you need – post, story, ad, banner – in seconds. Magic Edit removes backgrounds, replaces elements, and generates image variations without Photoshop. The AI image generator creates custom visuals from a text description. These tools mean less time spent on repetitive production tasks and more time spent on strategy.



A Template Library That Scales Your Output

Build a template for every format your business uses – Instagram posts, stories, carousels, LinkedIn graphics, email headers, ad creatives, pitch decks – and production becomes as simple as duplicating a template and updating the text. This is how small teams produce content at a volume that looks like a much larger operation.



Built-In Collaboration and Approval

Canva's team features include commenting, approval workflows, and shared folders. When a design is ready for review, the creator shares it directly in Canva. The approver leaves comments on specific elements, the creator resolves them, and the design is approved – all without a single file being emailed back and forth. The result is faster turnaround and a clear audit trail.

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PLATFORM FOUR

Claude

The strategic brain that plans, quality-controls, and connects your whole AI stack.

What Is Claude?

Claude is an AI assistant from Anthropic, designed for complex reasoning, nuanced writing, and strategic thinking. While ChatGPT excels at fast content production, Claude excels at the work that requires deeper judgement — the kind of thinking that sits between writing a post and running a business.

For marketing, Claude operates as the strategic intelligence layer of your AI stack. It is the tool you use for campaign planning, high-stakes copywriting, quality control, performance analysis, and systems design. Think of it as the senior marketing brain that directs everything else — without the senior marketing salary.

The Key Benefits



Campaign Strategy and Planning

Tell Claude your business goals, your audience, your budget, and the time of year — and it will produce a complete campaign strategy with content themes, channel recommendations, key messages, and a week-by-week rollout plan. What used to require a strategy session with an agency can now be your starting point in under an hour.



High-Stakes Copywriting That Converts

For the copy that really matters — your website, your sales proposals, your case studies, your email sequences — Claude produces nuanced, persuasive, strategically grounded writing that generic AI tools cannot match. It understands context, audience psychology, and the difference between content that informs and content that converts.



Quality Control Across All Your Content

Before anything produced by ChatGPT goes out the door, Claude reviews it. Does it match the brand voice? Is the call to action strong enough? Is the opening line compelling? Is it appropriate for this platform and this audience? Claude's editorial review is the quality gate that keeps your AI-produced content at a consistently high standard.



Performance Analysis and Recommendations

Feed Claude your campaign data — open rates, click rates, lead numbers, conversion rates — and it will tell you what is working, what is not, and specifically what to change next month. You get the insight of a data analyst without needing one on the payroll. Every month, your marketing gets smarter because the analysis actually gets acted on.



Systems, SOPs, and Documentation

Claude is exceptional at building the systems that make your marketing repeatable. Brand voice guides, content production SOPs, workflow maps, onboarding documents for new team members — these are the assets that make your AI stack scalable. Claude writes them clearly, structures them logically, and ensures they are practical enough to actually be followed.

How the Four Platforms Work Together

The real power of this stack is not in any individual tool — it is in how they hand off to each other. Here is what a typical campaign week looks like when all four platforms are working together:

#	Platform	What Happens	Output
1	Claude	Develops the campaign strategy and produces a detailed content brief for the week	<i>Structured brief with topics, angles, and visual direction per post</i>
2	ChatGPT	Content team uses the brief and the Custom GPT to draft all copy	<i>On-brand captions, emails, ad copy, and other formats</i>
3	Claude	Reviews all drafts for brand voice, quality, and effectiveness	<i>Edited, approved copy ready for design</i>
4	Canva	Designer uses approved copy and visual brief to produce graphics from templates	<i>Finished visuals in all required sizes and formats</i>
5	Your Lead Kit	Copy and visuals loaded — content scheduled, emails queued, AI employee active	<i>Live campaign running across all channels automatically</i>
6	Claude	End of month: performance data analysed, recommendations made for next campaign	<i>Smarter strategy next month based on real results</i>

Notice how the loop closes.

Claude plans at the start and analyses at the end. ChatGPT produces in the middle. Canva gives everything a professional visual. Your Lead Kit distributes and engages automatically.

Each tool does what it does best — and together they run a marketing operation that would have required a full team just a few years ago.

Before and After: What Changes?

Here is an honest comparison of marketing common functions before and after putting this AI stack in place:

Function	Without AI	With Your AI Stack
Lead response	<i>Manual reply, often hours later</i>	AI responds in seconds, books calls automatically
Content creation	<i>Hours of writing per week per creator</i>	Drafts in minutes, reviewed and published same day
Visual design	<i>Dependent on a designer or agency</i>	Any team member produces on-brand visuals from templates
Follow-up	<i>Relies on someone remembering to chase</i>	Automated sequences fire based on behaviour
Strategy	<i>Monthly agency meetings or gut feel</i>	Data-driven recommendations every month from Claude
Reviews	<i>Occasionally remembered to ask</i>	Requested automatically after every job is complete
Brand consistency	<i>Varies by who created the content</i>	Consistent voice and visuals regardless of creator
Reporting	<i>Manual compilation, time-consuming</i>	Data fed to Claude, insights in minutes

The transformation is not about replacing your team. It is about redirecting their time. Instead of spending hours producing content from scratch, chasing leads, and formatting reports – your team focuses on relationships, creativity, and strategy. The AI does the repetitive work. The humans do the irreplaceable work.

Getting Started: Your First 30 Days

The most important thing is not to try to do everything at once. Here is a practical, manageable sequence for getting your AI marketing stack up and running in the first 30 days.

Week 1 <i>Foundations</i>	<ul style="list-style-type: none"><input type="checkbox"/> Sign up for or audit your Your Lead Kit account<input type="checkbox"/> Set up your lead pipeline stages and contact tags<input type="checkbox"/> Activate the AI employee and write its first system prompt<input type="checkbox"/> Connect it to your website chat widget and test it
Week 2 <i>Content System</i>	<ul style="list-style-type: none"><input type="checkbox"/> Build your Footprint-branded Custom GPT in ChatGPT Business<input type="checkbox"/> Upload your brand guidelines, service descriptions, and best content examples<input type="checkbox"/> Create a shared prompt library document for your team<input type="checkbox"/> Run your first content batch through the Custom GPT
Week 3 <i>Visual System</i>	<ul style="list-style-type: none"><input type="checkbox"/> Configure the Canva Brand Kit with your exact colours, fonts, and logos<input type="checkbox"/> Build templates for your eight most-used content formats<input type="checkbox"/> Invite your team and assign appropriate roles<input type="checkbox"/> Designate a Brand Guardian to own and protect the templates
Week 4 <i>Strategy Layer</i>	<ul style="list-style-type: none"><input type="checkbox"/> Set up a Claude Project for your business with key documents uploaded<input type="checkbox"/> Use Claude to write your brand voice guide and content production SOP<input type="checkbox"/> Run a full end-to-end campaign through all four tools<input type="checkbox"/> Review what worked and refine based on Claude's analysis

By the end of Week 4, you will have a fully operational AI marketing stack.

Every lead that comes in will be responded to automatically. Every week, your team will produce more content in less time. Every campaign will be planned, executed, reviewed, and improved systematically.

That is not a small upgrade. That is a fundamentally different way of running your marketing.

Common Questions

Will AI replace my marketing team?

No — and this is important to understand. AI is a tool, not a replacement for human judgement, creativity, and relationships. What it replaces is the time your team spends on repetitive, low-value tasks like formatting posts, chasing leads, and manually scheduling content. That time gets redirected to the things humans do best: building relationships, making strategic decisions, and exercising creative judgement. Businesses with AI-enabled marketing teams do not have smaller teams — they have more effective ones.

Do I need technical skills to use these tools?

None of these four platforms require coding or technical expertise. They are all designed for business users. The setup does require some time and thought — particularly configuring your Custom GPT and Brand Kit correctly — but everything in this guide can be implemented by someone with standard computer literacy. If you would like support with the setup, that is exactly what Footprint Group helps businesses with.

How much does it cost?

All four platforms have monthly subscription costs, but when compared to the cost of the time they save — or the cost of hiring additional staff to do the equivalent work — the return on investment is consistently positive for businesses that implement them properly. The key word is properly: tools that are half-configured deliver half the results. Done right, this stack pays for itself many times over.

What if my content ends up sounding generic or robotic?

This is the most common concern — and it is a legitimate one. Generic AI output happens when tools are used generically: no brand training, no prompt structure, no human review. The approach in this guide is specifically designed to prevent that. Your Custom GPT is trained on your brand voice. Claude reviews everything before it goes out. And your team adds the final layer of human judgement. The result is content that is fast to produce and genuinely on-brand.

Ready to build Your AI Marketing System?

The businesses that invest in setting up their AI marketing stack properly in the next 12 months will have a significant and compounding advantage over those that wait. The tools exist. The results are proven. The question is simply whether you do it now — or catch up later.

Footprint Group specialises in helping businesses build and implement AI marketing systems using exactly the four platforms in this guide. We handle the strategy, the setup, the training, and the ongoing optimisation — so you get the results without the learning curve.

Book a Free AI Marketing Review

In a 30-minute conversation, we will look at your current marketing, identify where AI can make the biggest impact, and give you a clear picture of what your AI marketing stack could look like.

[Get in touch at footprintgroup.co.uk](https://footprintgroup.co.uk)

What Happens in Your Free Review?

- We audit your current marketing setup and identify the biggest gaps and opportunities
- We walk you through how the four platforms would work specifically for your business
- We give you a clear, prioritised action plan — whether you implement it with us or independently
- There is no sales pressure and no obligation — just a genuinely useful conversation

This guide was produced by Footprint Group — a marketing agency specialising in AI-powered marketing systems for growing businesses. We use all four platforms in this guide ourselves, every day, to run our own marketing and our clients' campaigns.