



Grow and Tend

Welcome to Grow and Tend, your monthly dose of business growth advice courtesy of Contract Finder Pro.



Heather Murray

October 20, 2023



10-Second Intro

Good morning! We hope everyone's doing well.

This month, we're talking about something really important: data.

When it comes to leveraging data, a lot of people think it's just big corporations that can reap the benefits – but in reality, small businesses also have a lot to gain.

Elsewhere, there's great news for any small businesses that rely on Canva for their branding, plus an interesting space-themed tender for the Department of Transport.

That's enough preamble, let's get into it.



What's the deal with data?

Lots of small business founders don't think they have the time or the skillset to start gathering data.

But that's not true.

With the right strategy and technology, any business can benefit from increased data collection.

Prioritising data collection allows you to:

- Pinpoint inefficiencies and problems in your processes.

- Refine your products and services based on what customers actually want.
- Quickly identify trends in your industry.
- Enhance the customer experience.

SMEs that prioritise digital data collection and analysis are [*about 13% more productive*](#) than the companies that don't.

But how do you get going with data?

1. Pinpoint why you need it.

There's no point gathering hundreds of different pieces of data if you don't know what to do with it. So, do some critical thinking about what you need and why you need it.

For example, is your goal to grow on social media channels? Then you need to gather data about your competitors, your results on social media, and the current makeup of your followers.

2. Identify where you're going to get that data from.

There are lots of places you can gather data from. Chief among these are social media analytics, web analytics, CRM software, and marketing reports.

Google Analytics is a great place to start because it's not only incredibly insightful, it's free.

3. Create a system to analyse data.

Data analysis isn't everyone's forte. But you don't need to be trained in data analytics to find value in leveraging data.

Spend time looking for patterns in your data or anything that looks out of the ordinary. Have you been seeing an influx of social media followers from a particular demographic recently? Have you been seeing more website leads from a certain funnel?

You can use Excel spreadsheets to collate your data or invest in third-party software to keep all of it in one place.

💡 Things to remember:

- If you're gathering data about your customers, you will be subject to the UK's [data privacy laws](#). These regulations ensure you're taking steps to protect your customer's data.
- Collecting data is futile unless you're using it to make business decisions. So, don't ignore what it tells you unless you think it's flawed.
- Data needs long-term investment to bring results. Don't give up after a month if it's not telling you what you want to hear.

Trending AI News for SMEs

- Cloud-enabled tech like AI could unlock £6.9 billion in productivity gains for SMEs in the UK, [new research says](#)
- As generative AI software becomes more popular, many firms could experience [AI bill shock](#)
- Canva [unveils new AI tools](#) that could transform small business branding
- A new study reveals a concern for SME cybersecurity, revealing that 3 in 4 businesses [don't provide training on identifying cyber incidents](#)

Top New Tenders and Small Business Grants

[Spaceflight UK Launch Insurance Policy and Re-entry Risk](#)

Department for Transport

 £200,000

 Deadline: **6th November**

[Post-Graduate Diploma \(PgDip\) Specialist Mental Health Paramedic](#)

West Midlands Ambulance Service NHS Foundation Trust

 £110,000

 Deadline: **13th November**

[Domestic Abuse Safe Accommodation and Support Service](#)

West Sussex County Council

💰 £1,800,000

🕒 **Deadline: 15th November**

[Innovate UK Biomedical Catalyst 2023](#)

Healthcare SMEs can apply for funding to develop innovative solutions to healthcare challenges.

💰 Grants up to £2 million available

🕒 **Deadline: 8th November**

[Business Catalyst \(Small\) Grants](#)

Grants are available to sole traders and small businesses in jewellery, silversmithing, or similar trades. Larger grants are available through the Business Catalyst (Large) Grants programme.

💰 £1,000

🕒 **Deadline: 15th October 2023 (Round 1), 21st April 2024 (Round 2)**

🎉 Celebrating Tender Wins

Now it's time to celebrate the companies winning big work with the UK government. This section of the newsletter is made possible with Contract Finder Pro's Professional feature 'Supplier Profile'.

On the Supplier Profile, you'll find lots of data about the contracts companies are winning and the frameworks they're on. It's great for doing competitor research or just seeing what kinds of opportunities are out there for businesses like yours.

🎬 This month, we're spotlighting Brighton-based marketing agency Arke, who recently won a tender with the British Film Institute to market their BFI Player subscription. Congrats, Arke!

BFI Player UK Advertising Services - AWARD Published: 27/9/2023

Award 🔖 ✉ 🔔 ⋮

BFI [🔗](#)

79340000 Advertising and market-
ing services ⌵

Location 🇬🇧 W1T 1LN

Value £200,000

Duration 1 year

Contract Dates 30/10/2023 »

30/10/2024

Single Lot

Single Contractor Appointed

🏢 Arke Agency

Closed : 31/8/2023 Finished

We are seeking experts in planning, executing, and optimising UK-wide omni-channel advertising campaigns to take BFI Player Subscription marketing to the next level and achieve significant growth in direct-to-consumer subscribers over the contract period with a competitive CPA and sustainable return on advertising spend.

Award Criteria

Not Specified

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So, that's it for this month. See you soon!

Lianne and the rest of the Contract Finder Pro team

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6 months ago



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4 months ago



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