

Small business insights

April 2026

24,000+

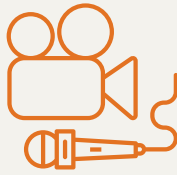
unique small business founders visited Enterprise Nation in search of small business support

Top three sectors

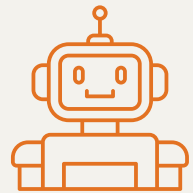
We saw the most members join in these sectors...



**Health, fitness
& wellness**



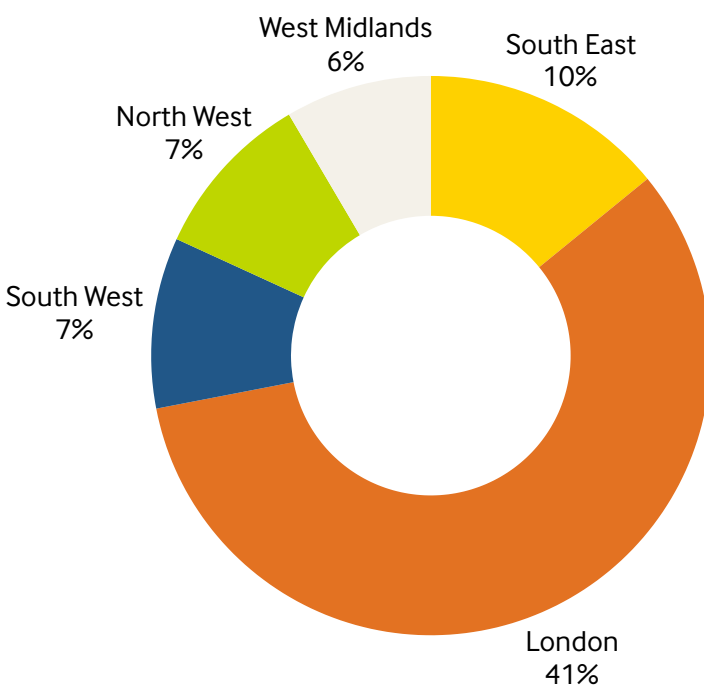
**Creative &
Media**



Tech, Apps & AI

Do you specialise in supporting businesses in particular sectors?
Be sure to incorporate this in your adviser profile.

Top five regions for new members



35,000+

searches were performed on
Enterprise Nation in April

Top five searches

Lunch and Learn webinars

Google

Canva

Starting a new business

Funding

To improve your visibility on the platform, showcase the support you offer and refresh your services.

Most popular adviser content

Most watched webinars



Arthur Wilson

How to create a digital marketing strategy



Laura Shimili Mears

Seven reasons why blogging boosts your SEO



Jen Corcoran

The secret to getting consistent clients on LinkedIn

Lunch and Learn webinars attract hundreds of attendees.

Would you like to host a session? You can!

Most read articles



Paula Tomlinson

Tax changes: Small businesses face a rising tide of costs from April 2026



Jen Corcoran

Tired of shouting into the void on LinkedIn?



David Wallis

Building confidence in networking

Writing a blog post is a fantastic way to get noticed.

Submit one today!