

Panacea Adviser



Partner Newsletter – April 2019

What's been happening, what's coming up, site stats and everything else Panacea related...

Monthly Newsletter

“It takes a lot of hard work to make something simple, to truly understand the underlying challenges and come up with elegant solutions.”

Steve Jobs



 Wealth & Money Management awards Panacea Adviser Best Financial Adviser Support Expert 2018 - UK	 Panacea Adviser Best Financial Advisory Support Services Provider - UK	 2017 women in wealth awards Sarah Paul Panacea Adviser Best for Financial Services Marketing - UK
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March 2019 Matters

In March we received an interesting request from one of our partners, to provide them with rich insight and analytics from our community data. Whilst we did not provide individual contact details we were able to include:

- FRN
- Network/DA flag
- Film Name
- Postcode

Data segmented by:

- Ind Pension/GIA/ISA/Offshore/Onshore
- On Platform %Ratio

This data will be used to assist them in the structuring of National Account and IFA Sales team in order to prioritise Account strategy/focus.

If this is something you are interested in finding out more about please contact chrispark@panaceaifa.com.

Q4 Touchstone Analysis

In March we received our Q4 Touchstone Analysis which shows that advisers within the Panacea community makes up a whopping **63% total market share!** A breakdown of each sector can be found on the [partner site](#).

Solus of the Month

Congratulations to Aberdeen Standard who won our 'most opened solus of the month' award with their mailing [Multi-asset guide to investing For your clients](#)

March 2019 Matters

Partner Article of the Month

Congratulations to Guardian who won our 'most clicked article of the month' award with [When the Wheel of Life lands on a heart attack...](#)

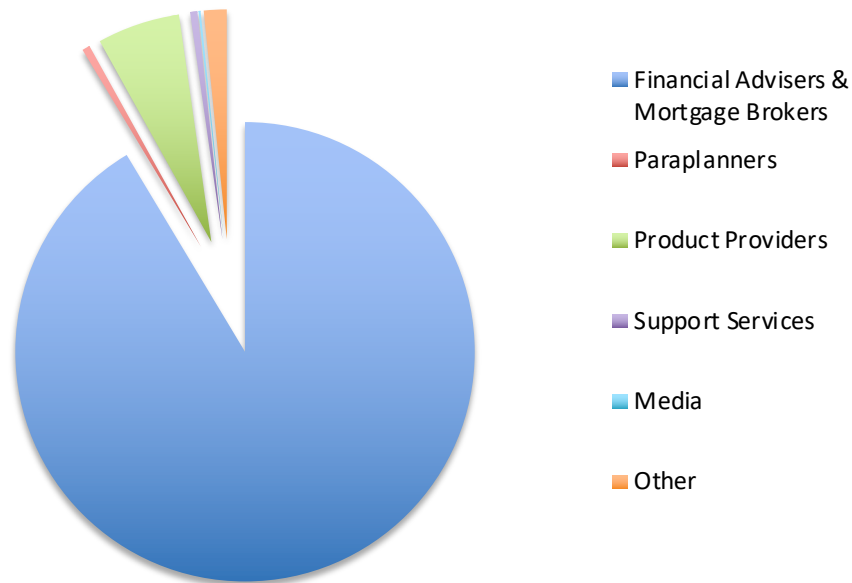
Thank you's and renewals

This month we welcome back Standard Life and Aberdeen Standard Investment as Panacea Partners. It is great to see them both back with fresh content and new ideas.

Derek Bradley, CEO
Panacea Adviser

Bento bulletin recipients

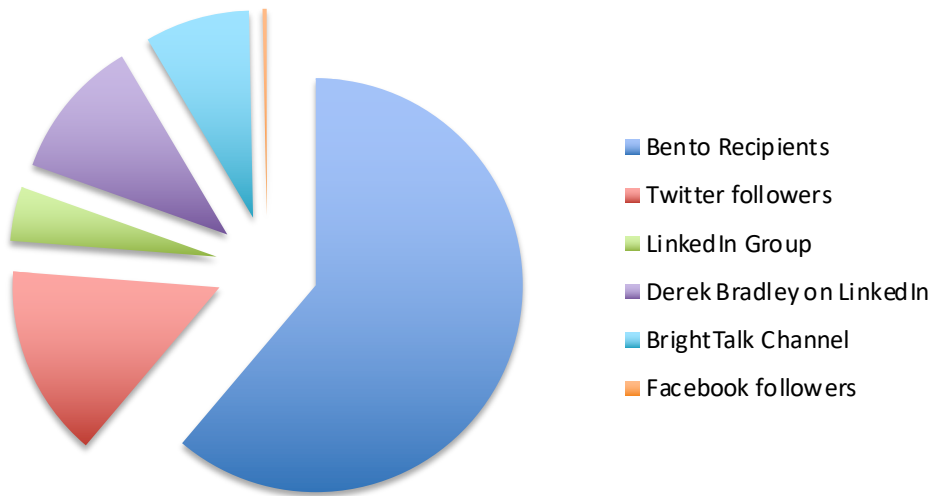
The Bento bulletin recipients are broken down as follows as at end of March 2019.



Type	Amount
Financial Advisers	23,759
Paraplanners	70
Product Providers	711
Support Services	89
Media	21
Other	242
TOTAL	24,892

Panacea community

The total community is broken down as follows as at end March 2019.



Communication	Amount
Bento recipients	24,892
Twitter	3,793
LinkedIn Group	1,043
Derek Bradley LinkedIn	3,143
BrightTalk Channel	2,066
Facebook	80
Total	35,017

Uniquely, we also communicate and post our Bento Bulletin to members of 42 LinkedIn groups with an outreach of c.500,000

Site Stats – March 2019



Top Ten Most Viewed Pages
home
news & views
Events
FOS compensation hike. Hand me the black cap, will you
About us
How to keep your client relationships fresh and inspiring
Libertatem: Are trade associations becoming irrelevant?
Tools and resources
To succeed you must believe in yourself... really?
My Claim Solved complaint

Bento bulletin stats

The most opened Bento was 4th March with 4,253 opens (16.49% OR)
The most clicked Bento was 6th March with 312 clicks (7.5% CTR)

Issue No7	Issue Date	Deliveries	Opens	Open Rate %	Click-throughs	CTR %
1014	Mar 1, 2019	25,536	3953	15.48	221	5.6
1015	Mar 4, 2019	25,793	4253	16.49	228	5.4
1016	Mar 6, 2019	25,353	4137	16.32	312	7.5
1017	Mar 8, 2019	25,241	3455	13.69	160	4.6
1018	Mar 12, 2019	25,221	4,020	15.94	158	3.9
1019	Mar 15, 2019	25,116	3573	14.23	193	5.4
1020	Mar 18, 2019	25,100	3973	15.83	179	4.5
1021	Mar 20, 2019	25,048	3929	15.69	241	6.1
1022	Mar 22, 2019	24,863	3875	15.59	184	4.7
1023	Mar 26, 2019	24,554	3,669	14.94	152	4.1
1024	Mar 29, 2019	24,689	2,468	10.00	156	6.3
TOTAL		276,514	41,305	15%	2,184	5%

Note: Open rates are minimum rates as if they are viewed in the preview panel of an email system, this is not counted as an official 'open'. We also don't count any reads via Twitter or LinkedIn within this.

Top ten news stories

Issue	News story
1021	FOS compensation hike. Hand me the black cap, will you
1014	Libertatem: Are trade associations becoming irrelevant?
1022	How to keep your client relationships fresh and inspiring
1015	Ethics matters
1019	When the Wheel of Life lands on a heart attack...
1016	Aviva Investors: Future of the euro zone: an interview with Ashoka Mody
1018	Royal London: How sustainable income levels can protect portfolio strength
1020	The Brexit unknown: views from Schroders expert
1017	To succeed you must believe in yourself... really?
1016	Old Mutual Wealth: Shattering preconceptions and seeing offshore bonds in a new light

Top ten partner stories

Issue	Partner	Article	% Of Clicks
1019	Guardian	When the Wheel of Life lands on a heart attack...	6%
1016	Aviva Investors	Aviva Investors: Future of the euro zone: an interview with Ashoka Mody	6%
1018	Royal London	Royal London: How sustainable income levels can protect portfolio strength	5%
1020	Schroders	The Brexit unknown: views from Schroders expert	5%
1016	Old Mutual Wealth	Old Mutual Wealth: Shattering preconceptions and seeing offshore bonds in a new light	3%
1023	FundsNetwork	FundsNetwork: Business challenges facing financial advisers	3%
1016	FundsNetwork	FundsNetwork: Annual allowance and utilising carry forward	2%
1019	Rathbones	Rathbones In the KNOW blog: Beats me	2%
1018	Aegon	Aegon: Demystifying trust and IHT planning webinar – earn 40 minutes CPD time	2%

What's coming soon...

What's coming soon

Learning & Development are of the site

We are working on re developing the learning & Development and Business Development areas of the site to make them more 'sticky' and a go to place for Advisers learning and business needs. We will keep you up to date with the developments as they happen.

Panacea Recruitment

As mentioned a couple of months back, Panacea are in the process of launching a recruitment area of the site, predominantly for Financial Advisers and Paraplanners. This area of the site will be up and running soon and we will keep you up to date with the developments as they happen.

In the meantime, if you would also like assistance with your own recruitment requirements and would like to chat more please let us know.

Contact us!



Derek Bradley
Founder & CEO



07595 892930



derekbradley@panaceaadviser.com



Sarah Paul
Marketing Director



07725 482150



sarahpaul@panaceaadviser.com



James Bradley
Communications Director



07540 061950



jamesbradley@panaceaadviser.com



Hannah Hutcheon
Communications & Marketing Consultant



07710 514967



hannahhutcheon@PanaceaAdviser.com

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