

Panacea Adviser



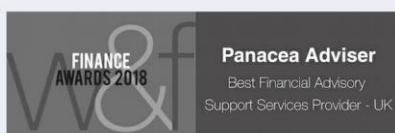
Partner Newsletter – June 2019

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



May 2019 Matters

Panacea Marketing

In May we set up Panacea Marketing alongside Faith Liveredge. Panacea Marketing will offer advisers marketing a whole raft of marketing services. Faith is an experienced communicator with a wealth of knowledge and understanding of the adviser profession. She was Marketing Manager at Nucleus for 5 years, creating innovative and award-winning campaigns. Before that she worked for Standard Life, Prudential and Royal London. In 2017 she set up her own consultancy to help forward-thinking financial advisers and planners to become more profitable through websites, communications and other laser-focused marketing techniques.

Visit <http://www.panaceaadviser.com/ifamarketing> for more information about Panacea Marketing.

Q1 2019 Touchstone Analysis & Data Cleanse

In May we received our Q1 2019 Touchstone Analysis which shows that advisers within the Panacea community makes up a whopping **67% total market share**

To view a more detailed breakdown of all areas advisers within the Panacea community are writing business please visit:

<http://www.panaceapartners.co.uk/touchstone+data.htm>

Following the Touchstone data cleanse we also updated the community breakdown which can be found at:

<http://www.panaceapartners.co.uk/panacea+usage.htm>

Solus of the Month

Congratulations to Aviva Investors who won our 'most opened solus of the month' award with their mailing [The untold story: UK Equity Income](#)

May 2019 Matters

Partner Article of the Month

Congratulations to Orbis who won our 'most clicked article of the month' award with [Orbis Investments announced as latest provider partner for Panacea Adviser](#)

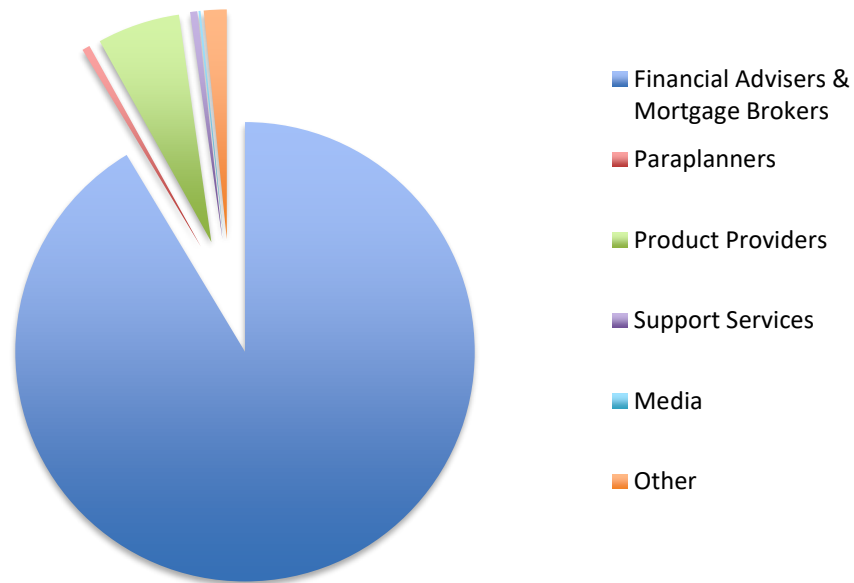
Thank you's and renewals

This month we welcome both Nucleus and Orbis Investments as the latest Panacea Partners. It is great to see them both live on the site with some fresh content and new ideas.

Derek Bradley, CEO
Panacea Adviser

Bento bulletin recipients

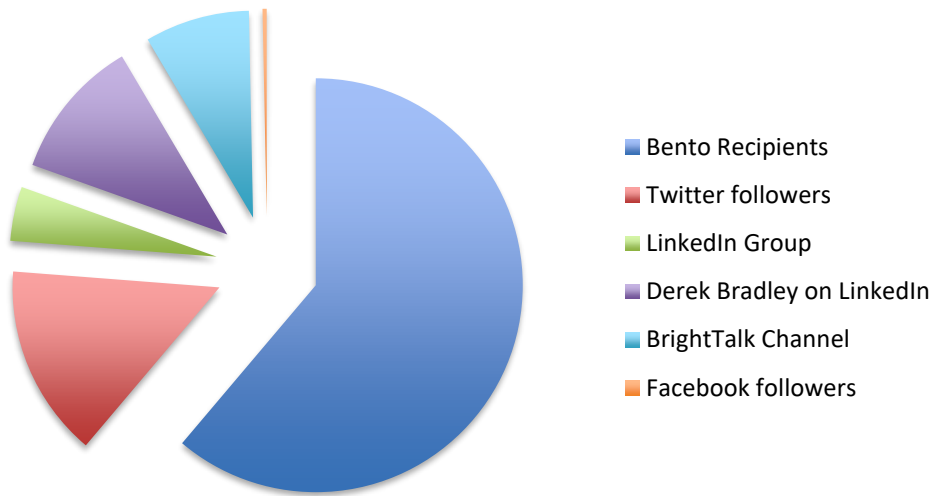
The Bento bulletin recipients are broken down as follows as at end of May 2019.



Type	Amount
Financial Advisers	24,206
Paraplanners	66
Product Providers	677
Support Services	89
Media	21
Other	240
TOTAL	25,299

Panacea community

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



Communication	Amount
Bento recipients	25,299
Twitter	3,809
LinkedIn Group	1,042
Derek Bradley LinkedIn	3,128
BrightTalk Channel	2,117
Facebook	80
Total	35,475

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

Site Stats – May 2019

Overall Visits



4,032

Pages Viewed



7,291

Unique Visits



3,261

Mobile & Tablet usage



15%

Social Media Posts



111

Social Media Clicks



45

Top Ten Most Viewed Pages

[Home](#)

[News and Views](#)

[Tools and resources](#)

[How to say No when everyone expects you to say yes](#)

[Client Acquisition](#)

[Trains, planes and phone awareness month?](#)

[Learning & Development](#)

[About us](#)

[Guide to Marketing](#)

[Industry Events](#)

Bento bulletin stats

The most opened Bento was 8th May with 5,179 opens (22.3% OR)
The most clicked Bento was 8th May with 1153 clicks (22.3% CTR)

Issue No	Issue Date	Deliveries	Opens	Open Rate %	Click-throughs	CTR %
1033	May 3, 2019	24,086	2,724	11.31	148	5.4
1034	May 8, 2019	24,039	5,179	21.54	1153	22.3
1035	May 10,2019	23,933	2,774	11.59	910	32.8
1036	May 13,2019	23,897	3,122	13.06	187	6.0
1037	May 17,2019	23,788	2,795	11.75	102	3.6
1038	May 21,2019	23,747	3,017	12.70	184	6.1
1039	May 24, 2019	23,689	2,775	11.71	114	4.1
1040	May 29,2019	25,332	2924	11.54	124	4.2
1041	May 31,2019	25,240	2,831	11.22	82	2.9
	Total	217,751	28,141	12.92	3,004	10.67

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
1034	Trains, planes and phone awareness month?
1035	MyDocSafe: What is end-to-end encryption?
1034	Orbis Investments announced as latest provider partner for Panacea Adviser
1038	How to say No when everyone expects you to say yes
1034	FundsNetwork: The annual allowance charge – Scheme Pays
1039	We don't need no stinking badges. Oh yes you do, now
1034	Prudential: Based on facts, not opinions
1034	Aegon: Improved lifestyle fund letters and new web hub
1035	NS&I launches new online service for financial advice firms
1035	Legal & General: What do lifetime mortgages mean for families?

Top ten partner stories

Issue	Partner	Article	% Of Clicks
1034	Orbis	Orbis Investments announced as latest provider partner for Panacea Adviser	13%
1034	FundsNetwork	FundsNetwork: The annual allowance charge – Scheme Pays	5%
1034	Prudential	Prudential: Based on facts, not opinions	4%
1034	Aegon	Aegon: Improved lifestyle fund letters and new web hub	4%
1035	NS&I	NS&I launches new online service for financial advice firms	3%
1035	Legal & General	Legal & General: What do lifetime mortgages mean for families?	3%
1035	Defaqto	Defaqto: How to analyse workplace pension default funds	3%
1035	Foot Anstey	Footanstey: Restrictive covenants: protections and pitfalls seminar	3%
133	M&G Investments	Overweight or Underweight Equities?	2%
133	Aegon	Aegon: FCA increase FOS compensation limit to £350,000	2%

What's coming soon...

The future of advice?

In addition to asking advisers to share their insights and opinions on what they believe the future holds for the next generation of financial advisers we are also asking providers as we believe we can get a different view from the other side of the fence.

We would greatly appreciate if you could take some time to share your views so we can publish a full, comprehensive report and establish any common themes. There are only five questions so it shouldn't take too long (depending on how much you have to say of course!).

You can complete this using the anonymous route but it would be really useful and help the credibility and integrity of this research, if you could also include your name & company so we can include this in the report too.

[Click here to view the survey.](#)

Contact us!



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